

VICTORIA E. WELLS

creative strategist . researcher . experience designer

805.598.0944 | victoria.elizabeth.wells@gmail.com | www.victoriaewells.com

STRATEGY + RESEARCH

strategy director , dotdotdash, portland, OR; 2019 - 2020

Built dotdotdash's strategy department, designed and implemented process, and supported new business, company development, and creative.

- **roles + responsibilities:** new business, creative strategy, research, experience strategy
- clients:** 3blackdot, adidas, under armour, champs, footlocker, verizon, levis, master card, segment, sandbox VR, the north face, amazon, nike, tillamook, cookies cannabis

brand strategist , roundhouse agency, portland, OR; 2017 - 2019

Collaborated with account and creative to solve client business problems through storytelling, consumer insights, problem identification, and research

- **roles + responsibilities:** new business, brand strategy, research, workshops, experience strategy
- clients:** reebok, adidas, tony's chocolonely, mophie, dick's sporting goods, riot games, twitch, red bull, red bull music, red bull gaming

service design, friends of the children, portland, OR; 2016 - 2017

Audited current processes, conducted stakeholder interviews and observation sessions to understand the barriers and design a service to meet the needs of employees and youth.

design research + service design, united way, portland, OR; 2015

Conducted stakeholder meetings and primary research to understand systemic issues and design a service to mitigate community issues and pain points.

facilitator, team works, santa barbara, CA; 2006 - 2014

Facilitated corporate groups through team building, group dynamics, creative problem solving, and conflict resolution.

PUBLIC ART + INSTALLATION DESIGN

portland winter light festival — 2016 - 2020

Designed interactive installations for 100,000+ guests in this public arts festival.

picakathon music festival — 2016 - 2020

Designed and curated projection mapped installations and custom content.

CAPABILITIES

- strategy: brand, consumer insights, creative briefs, new media + emerging tech, experiential, digital + interactive, design research, systems design
- creative: installation design, experiential, service design, experience design, adobe cc

EDUCATION

- PSU | M.S. in Systems Science
- PNCA | Collaborative Design M.F.A. Program
- Sarah Lawrence College | B.A. in Liberal Arts