



 Victoria Lo
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I'm a creative lead with a love for crafting beautiful, functional solutions, products and experiences that drive business performance and create meaningful impact. I'm always chasing new challenges and not afraid of ambiguity or starting from zero.

Education

BFA, Visual Communication
Minor in Philosophy
University of California, Davis • 2009

Core Competencies

Product & Experience Design
Creative Direction
(MarCom, Brand/Identity)
Design Systems
(Creation, Scaling, Adoption)
Design Team Management
(Agile & Agile SAFe)
Storyboarding/Illustration
UXR
(User Testing, Facilitation, Synthesis)
AI Design
(Workflows, AI-assisted delivery)

Everyday Tooling

Figma
Figma AI
Claude Code
Claude Design
Microsoft Copilot
Google Gemini
GitHub
Vercel
Microsoft 365 Suite
G-Suite
Azure DevOps / JIRA
MURAL
Adobe

Notable Clients

Bread Financial, Fidelity, IPSY,
L.L.Bean, Microsoft, OkCupid,
Sling TV, SMBC, Starbucks, UBS,
Tinder, TRX

Apr 2021—Present • Product Design Manager @ Avanade-Accenture

In any given day, I am responsible for / owning:

- End-to-end design direction leading both B2C and B2B experiences (multi platform and surface)
- Developing product vision and strategy via Design Thinking methodologies, competitive analysis, UXR
- Partnering with technical SMEs and teams to define strategy, experience design, and tactical execution.
- Building project roadmaps, leading design teams, prototyping/early concepting, detailed visual design, technical prototyping, owning engineer-ready design handoffs, organizing UXR and user testing cycles throughout the development and delivery lifecycle.
- Growing and mentoring junior designers with hands-on instruction and coaching.

Apr 2020—2021 • Senior Designer @ Bread Financial

Acting as a key member of the product design team with projects that touched internal, external, sales, online, print, product and marketing campaigns. Using illustration and UI design to evolve the identity, narrative, aesthetics, and brand story of Bread across all surfaces for our customers and team stakeholders.

July 2016—Nov 2019 • Associate Art Director @ Lift Agency

Delivering Marketing campaigns across social media and ad experiences on platforms including: mobile, web, TV, and print/direct mail for Sling TV & IPSY. Created and updated partner strategies by pitching concepts/new platform opportunities, owned implementation of new designs for NFL, MLB campaigns + delivery and QA.

May 2013—Jan 2016 • Interface/Media Designer @ OKCupid / Match / Tinder

Nov 2012—Apr 2013 • Lead Designer @ Quadstreaker

Jun 2010—Nov 2012 • Designer II @ Blast Radius

Nov 2009—Jun 2010 • Interactive Designer @ PlexiPixel

Dec 2006—Jun 2009 • Jr. Designer @ BKWLD (now Goodness.inc)