

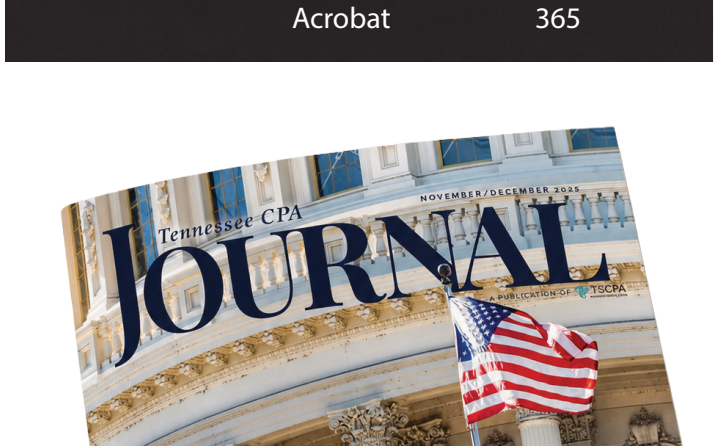
# hello

## VIKTORIA COFFEY

September 2026



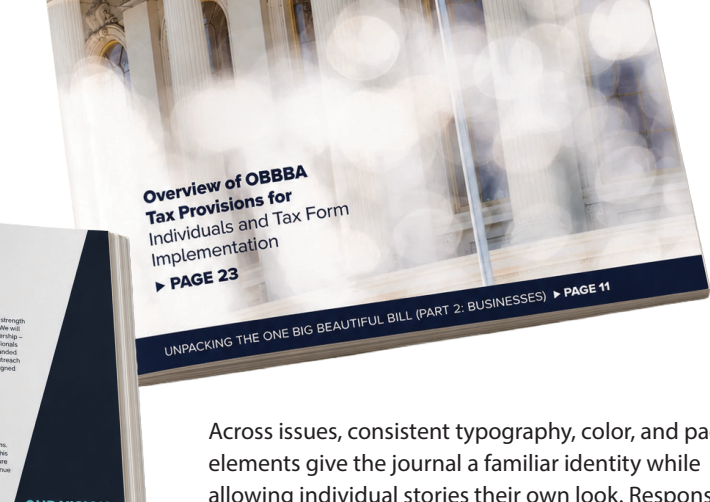
I'm Viktoria Coffey, a Ukrainian-born corporate designer based in Nashville, Tennessee. With nearly a decade of design experience, I create clear, cohesive brand experiences that balance strategy with thoughtful visual design. I value efficiency and well-built workflows, including streamlined proofing processes that improve accuracy, support collaboration, and keep projects moving forward. My background spans brand identity, print, digital, web, and motion, helping organizations communicate with clarity and confidence.



## Editorial & Publication Design

Responsible for cover design, article layouts, recurring department pages, advertisements, and infographics for the Tennessee CPA Journal. The publication brings industry news, technical information, and member updates to an audience of accounting professionals.

The design work includes establishing visual hierarchy, arranging imagery, and organizing text so readers can navigate both technical articles and shorter features. Headlines, highlighted quotes, and structured columns help make dense content easier to follow.

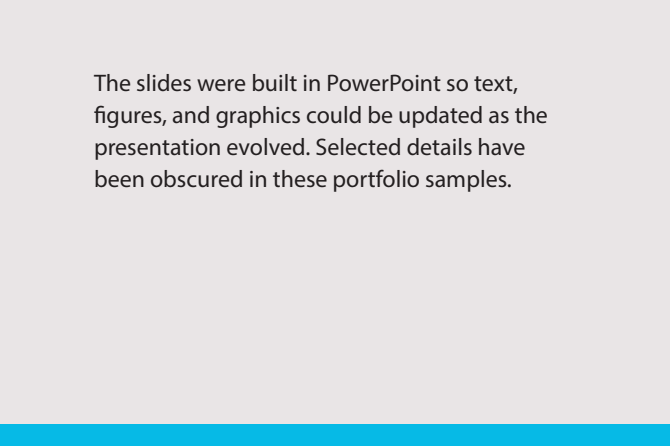
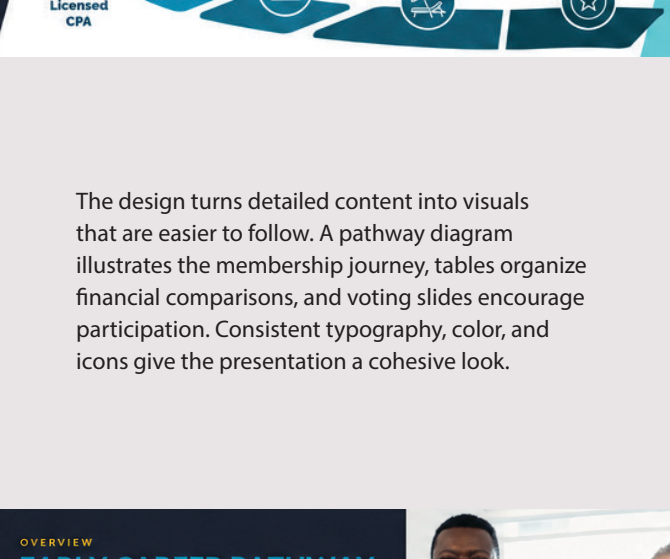
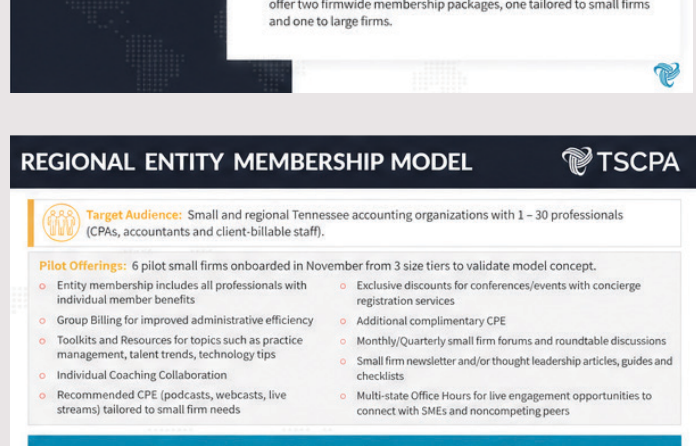


Across issues, consistent typography, color, and page elements give the journal a familiar identity while allowing individual stories their own look. Responsibilities also include incorporating revisions and checking content and formatting throughout the proofing process.



## PowerPoint Presentation Design

Responsible for designing and building an innovation strategy presentation in PowerPoint for a TSCPA board workshop. The deck brings together research findings, membership concepts, and financial information to help leadership review proposals and discuss next steps.



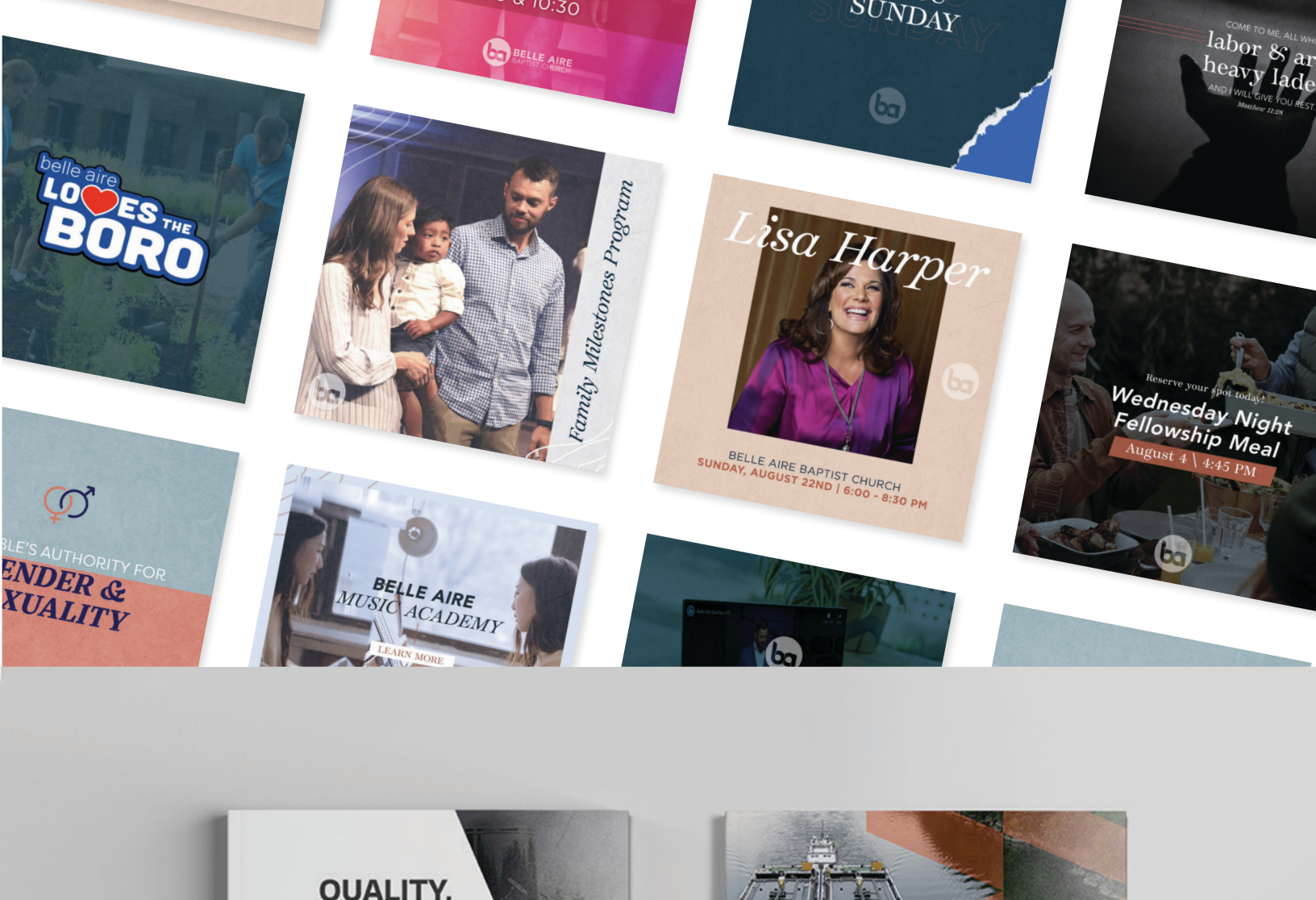
## Flyer Design

Responsible for designing a promotional flyer for the TSCPA Scholarship Program to introduce accounting students to available financial support and encourage applications. Bold typography, bright color, and graduation imagery give the piece an approachable, student-focused feel. The layout highlights scholarship funding and the application deadline, with a QR code and website directing readers to eligibility details and next steps.



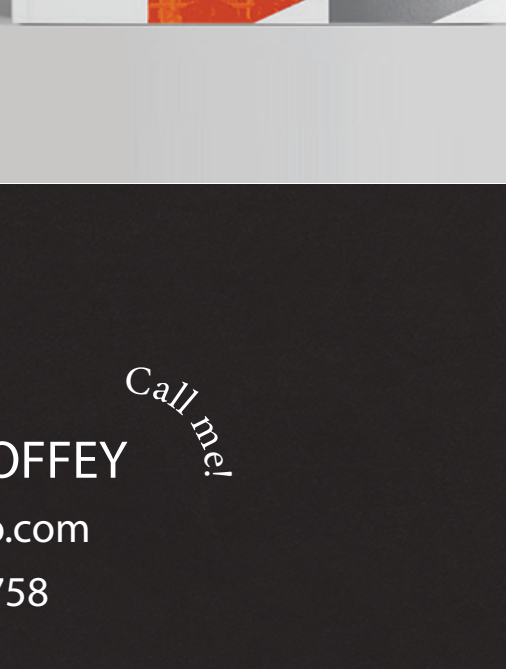
## Social Media Design

Responsible for designing social media graphics for Belle Aire Baptist Church, including event promotions, speaker announcements, and community programs. The work combines typography, photography, and color to give each message a clear focus and make dates and next steps easy to find. Individual events have their own visual character while retaining the church's identity across the series.



## Print Ad Design

Responsible for the layout and visual design of print advertisements for Arcosa Marine, using the company's existing branding to communicate its products and manufacturing capabilities. The work combines industrial photography, bold headlines, and an orange-and-gray palette, with careful placement of supporting copy and website information. Consistent brand elements connect the advertisements while giving each layout a distinct focus.



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Call me!