

Victoria M. Hochstein

Art Director | Brand Systems & Creative Leadership

CORE STRENGTHS

Art Direction & Creative Leadership
Brand Strategy & Visual Identity Systems
Creative Operations & Workflow Optimization
Cross-Functional Collaboration
Design Systems, Typography & Layout
Integrated Campaign Strategy
Marketing Compliance & Regulated Industries
Vendor, Agency & Production Management

TECHNICAL EXPERTISE

- Adobe Creative Cloud
- Web & Mobile Design Systems
- Print & Prepress Production

EDUCATION

- B.A. in Graphic Design, Minor in Art History (Honors)
University of Maryland, Baltimore County
- M.S. in Management (Marketing) — coursework completed
University of Maryland University College

AWARDS

Honored with 29 industry awards (2021–2026) recognizing creative leadership across integrated campaigns, branding, digital, UX/UI, and video.

CONTACT

Washington, DC, metro area
victoriahochstein.ee@gmail.com
202-494-6740
portfolio.com | LinkedIn

PROFILE

Art Director and Brand Leader with 15+ years of experience leading integrated campaigns and scalable brand systems in complex, highly governed environments. Proven track record of driving measurable growth, improving creative operations, and aligning multidisciplinary teams around business strategy. Trusted partner to marketing, compliance, and executive stakeholders.

PROFESSIONAL EXPERIENCE

Kaiser Permanente · Hyattsville, MD

Art Director | 2019 – Present

- Lead end-to-end art direction for integrated campaigns across print, digital, and packaging within a large-scale healthcare enterprise.
- Drive measurable impact, including a campaign that increased sales by 20% within one quarter.
- Partner with marketing, communications, and compliance teams to deliver on-brand creative aligned with enterprise strategy and audience insights.
- Lead and mentor designers; direct external vendors, agencies, and production partners to ensure quality, consistency, and on-time delivery.
- Enforce enterprise-wide brand standards across departments and channels.
- Improved creative operations and team productivity by 30% through workflow and process optimization.

Kaiser Permanente · Rockville, MD

Senior Graphic Designer 2016–2019 | Graphic Designer 2014–2016

- Designed and executed multi-channel creative supporting membership growth, engagement, and retention initiatives reaching 700K+ members across the Mid-Atlantic region.
- Provided art direction for health education, corporate communications, and campaign assets, producing 150+ print and digital deliverables annually.
- Collaborated with marketing and cross-functional partners on enterprise brand initiatives across multiple departments.
- Contributed to evolving brand systems, visual standards, and production workflows that improved consistency and efficiency.
- Managed production execution and vendor relationships to ensure compliant, high-quality, and on-time delivery.
- Supported workflow improvements that reduced production turnaround times by 20%.

Educational Systems Federal Credit Union · Rockville, MD

Design & Production Specialist | 2008 – 2014

- Led full website redesign, increasing mobile engagement by 20%.
- Designed member communications for 100,000+ members, maintaining brand consistency and regulatory compliance.
- Negotiated vendor contracts, reducing costs by 15%.
- Implemented workflow improvements that shortened approval timelines by 30%.
- Oversaw production and vendor management for print and digital materials.

Freelance Graphic Designer · Washington, DC Metro Area | 2007 – Present

- Develop brand identities, visual systems, and marketing collateral for diverse clients.
- Deliver strategic creative solutions for a range of independent clients.

Evans Design & Marketing, LLC · Bethesda, MD

Graphic Designer | 2000 – 2007

- Produced national advertising campaigns, newsletters, websites, and direct mail.
- Managed multiple client accounts under tight deadlines.