

VICTORIA LUQUE

Graphic Communications Designer



Originally from Argentina, Victoria holds a Bachelor's degree in Graphic Design from the University of Buenos Aires and is currently based in Toronto. Victoria is a creative individual with 10+ years of international work experience in graphic design and user experience including digital and print marketing materials, web design, and other design services.

Having joined the Lord team in 2022, Victoria has collaborated with consultants and clients to deliver comprehensive graphic design and communication solutions — overseeing the design, production, and quality of proposals, project reports, electronic communications, promotional materials, and logo and brand design — all while ensuring consistency with the corporate brand. Her strong problem solving, time management, and organizational skills equip her to effectively translate client visions into reality.

With a strong talent for visual storytelling, Victoria creates designs that are both aesthetically pleasing and functional. She has contributed to a wide range of projects at Lord, including exhibition design, reports, presentations, publications, and cultural and strategic planning initiatives, incorporating logo and brand design throughout her work. Victoria's talent for visual communication allows her to produce excellent graphic solutions.

Selected Projects:

- Museum of African Canadian History and Culture, Fundraising Brochure, 2024
- Confidential Project, Toronto ON, Animated Presentation, 2024
- Canada Tea Institute, Fundraising Brochure, 2024
- Academy of Motion Picture Arts and Sciences, Workshop and Report Presentation, 2024
- Partners in Art, Strategic Plan Booklet, 2023
- Rockford Region Cultural Plan, Logo Design, Engagement Campaign Design, 2023
- Connecticut State Museum of Natural History, Fundraising Brochure, Poster, Custom Graphic, Editorial Design, 2023
- ¡Somos Uno! A Cultural Heritage Strategy for Tucson, Engagement Campaign Design, 2023
- Royal Military College of Canada Museum, Exhibition Graphics, 2023
- Partners in Art, Strategic Plan Booklet, Editorial Design, 2023
- Niagara Falls Public Library, Strategic Plan Booklet, 2023
- Toronto Public Library, Cultural Plan Booklet, 2023
- Lord Cultural Resources Print & Digital Promotional Materials Design