



CASE STUDY

VICTORIA HERRIMAN – VH DESIGN



Victoria always dreamed of being a professional artist.

After becoming a mother in 2001 and suffering post-natal depression she decided to return to college, when her son was old enough, to study Interactive Media (Art & Design) at Stephenson's College. She then went on to study Game Art Design at De Montfort University. Victoria excelled academically but always seemed to struggle with connection due to her mental health history. In addition, an abusive relationship held her back and she struggled to cope. Thinking her dreams were destined never to be realised her health deteriorated and she was forced to give up her studies.

After managing to change her circumstances for the better she met her husband and married in 2016. Her health difficulties continued to hold her back, however, she began volunteering locally and was introduced to the WiLL project in 2019.

Suddenly she found herself challenged and opportunities were offered to her that fell outside her comfort zone. She became involved with The Hero Project and THINK FC, being introduced to helpful motivational tools that were a major help, which she now helps to develop.

Victoria began creating graphics and was reacquainted with her skills, starting to build on them. Achieving more and more she was really challenging herself and enjoying it!

She decided to join CASE's Self-Employment Course and met Dorothy.

"Dorothy has been a great help to me and has gone above and beyond. She has been available to answer my questions and support me through the challenges I have faced".

Gaining the confidence to connect with people and tell them about her plans to start her own graphic design business, Victoria met with local business owners, offering to help them.

Somewhat accidentally she became focused on design for community organisations and she became a Director of The Hero Project in December 2019. After the organisation was changed to TH!NK FC, Victoria spent the last year developing the branding and performing her role as Director on a voluntary basis.

Victoria set up VH Design in 2020 and also Narwhal Design, a Digital Co-operative, with a web designer/software developer.

Victoria now plans to set up TH!NK For Creatives, to level the playing field for aspiring artists, help them connect with others and find opportunities because “it’s a tough world out there and we need to look out for one another”.

Due to Victoria’s involvement with the WiLL project she was engaged to do a brand refresh for CASE in late 2020 and, with help from Dorothy and others in the local community, has gained vital confidence to finally realise that childhood dream!

“Being asked to do CASE’s rebranding was a great achievement for me because CASE helped me set up my business. I’m also a founding member of Coalville C.A.N CBS, which I do the website and graphics for. Plus, I’m now employed by TH!NK FC on a part time basis. I am very passionate about it all”.

Victoria’s portfolio can be viewed at:
<https://victoriaherriman.myportfolio.com/>

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