

VERONICA VERA

Graphic Designer + Production Designer

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COMPETENCIES

Proficiency in Adobe Creative Suite
(Illustrator, Photoshop, InDesign)

Packaging Design/Production

Banner Ads - Online, Instore Display ads

Website Graphics

Email Graphic Design

PPK, Sidekick, Bullnose Instore

Mechandising Display Design

Print and Digital Design

Microsoft Office

Trello/Basecamp project management boards

Bilingual in English/Spanish

WORK EXPERIENCE

January 2023 -
Present

GRAPHIC/PRODUCTION DESIGNER • MARKWINS BEAUTY BRANDS (BLACK RADIANCE BEAUTY)

- Developed engaging visual merchandising and display graphics for Black Radiance, enhancing brand visibility across major retailers.
- Collaborated closely with the Creative and Art Directors to create cohesive concepts for in-store signage and product packaging.
- Successfully prepared and updated graphics for various platforms, including Amazon, leading to improved online presence and sales.

May 2022 -
August 2022

GRAPHIC DESIGNER • OFFICE STAR PRODUCTS (CONTRACT ROLE - ROBERT HALF)

- Developed high-quality product Spec Sheets, enhancing clarity and usability for catalog presentations.
- Executed precise image cropping and resizing, ensuring optimal visual appeal for marketing materials.
- Maintained an organized image library, streamlining access and compliance with company standards.

November 2021 -
February 2022

GRAPHIC DESIGNER • MICA BEAUTY COSMETICS

- Conceptualized and designed innovative product packaging that enhanced brand visibility.
- Developed influencer style guides and presentation pitch decks to streamline marketing efforts.
- Created engaging digital assets for email newsletters, websites, and social media.

October 2018 -
March 2020

FREELANCE DIGITAL GRAPHIC DESIGNER • DINAIR AIRBRUSH MAKEUP

- Conceptualized and designed engaging digital promotional banner ads that increased online visibility.
- Collaborated closely with the Art Director to create visually appealing promotional emails and newsletters.
- Enhanced brand presence through innovative design strategies, contributing to a more cohesive marketing approach.

April 2016 -
February 2018

IT GRAPHIC DESIGNER • DINE BRANDS GLOBAL (CONTRACT ROLE - MODIS)

- Developed original artwork and layouts for technical documentation and in-house newsletters, enhancing visual communication.
- Collaborated with Technical Writers to design user-friendly Quick Reference and user guides, improving user experience.
- Conducted ADA compliance testing for website graphics, ensuring accessibility for all users.

April 2012 -
April 2016

SENIOR DIGITAL GRAPHIC DESIGNER • DINAIR AIRBRUSH MAKEUP

- Led a design team of 4 members, delegating tasks and providing guidance on project execution.
- Designed engaging online banner ads and catalog layouts, ensuring alignment with creative direction.
- Prepared final artwork for tradeshow, including booth graphics and promotional materials, enhancing brand visibility.

EDUCATION

THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING (FIDM) • LOS ANGELES, CA

Associates of Arts in Graphic Design