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BRAND & CREATIVE DIRECTOR

Multi-Channel Storytelling • Campaign Systems •
E-Commerce • Brand Leadership

VERONICA HANNA

Strategic Brand & Creative Director specializing in multi-channel brand systems, campaign development, editorial ecosystems, and audience-focused visual storytelling across digital, print, e-commerce, and experiential platforms.

FEATURED WORK

DPR / REC FOR ALL – Integrated Campaign Design

Led creative direction and execution of a multi-channel public awareness campaign across transit, environmental, social, web, and print platforms, developing scalable audience-focused visual systems to support community engagement and brand consistency. [View Case Study](#)

BIG BELLY'S BBQ – Packaging System

Developed a cohesive brand identity system for a growing BBQ business spanning menus, merchandise, packaging concepts, food truck/environmental applications, and digital touchpoints, creating scalable visual systems designed to strengthen brand recognition, improve visual hierarchy, and maintain consistency across experiential, retail, and digital environments. [View Case Study](#)

JAVVY COFFEE – Brand & Packaging Concept

Conceptualized a premium packaging extension for Javvy Coffee centered around a reusable storage jar and branded carton system designed to elevate customer experience, product presentation, and lifestyle-focused brand perception across retail and e-commerce touchpoints. [View Case Study](#)

EXPERIENCE

VEE'S TEES – Remote Owner & Creative Director | 2023

- Built and scaled a multi-platform e-commerce apparel brand across Shopify, Walmart, Etsy, and eBay, establishing cohesive brand positioning and consumer-facing visual systems across digital retail channels
- Directed brand identity, creative strategy, content development, product presentation, and campaign visuals to support audience engagement and brand growth
- Developed and maintained scalable brand guidelines and merchandising systems across 7,000+ SKU variations while ensuring visual consistency across platforms and customer touchpoints
- Led creative direction for digital marketing initiatives including social campaigns, product launches, influencer collaborations, and promotional storytelling
- Managed end-to-end creative execution including product visuals, e-commerce assets, packaging-aligned materials, SEO-driven listings, and conversion-focused content
- Oversaw content and merchandising strategy to support retention, visibility, audience engagement, and platform growth
- Balanced brand storytelling, trend awareness, and platform-specific optimization to maintain cohesive audience experiences across multiple marketplaces

INDEPENDENT BRAND & CREATIVE CONSULTANT – Remote | 2015

- Led end-to-end creative direction across brand, packaging, campaign, and editorial initiatives for clients spanning retail, food & beverage, publishing, public-sector, and e-commerce industries
- Developed scalable brand systems including logos, packaging, marketing collateral, and multi-channel campaign assets while managing projects from concept through final production
- Produced integrated campaign and e-commerce assets across print, digital, social, and retail platforms, balancing visual storytelling, audience engagement, and conversion-focused design

EXPERIENCE

- Designed consumer-facing retail and CPG packaging systems including production-ready dielines, shelf-focused visual hierarchy, and cohesive cross-platform brand experiences
- Collaborated cross-functionally with marketing, business, and product stakeholders to translate complex objectives into clear, audience-driven visual communication

DHM MEDIA GROUP – Remote | Washington, DC Creative & Brand Director | 2021 – 2023

- Functioned as the full in-house creative department across both DHM Media Group—a full-service advertising, marketing, and creative agency—and District Home Magazine, overseeing branding and identity systems, campaign development, editorial production, website and digital design, advertising, marketing collateral, and multi-platform visual communication from concept through final production
- Directed and produced a 44-page luxury lifestyle and real estate publication distributed up to 10,000 copies per issue eight times annually, establishing scalable editorial systems, typography standards, layout frameworks, and cohesive visual storytelling across print and digital environments
- Managed editorial and publishing workflows including editorial calendar development, story sourcing and writing, research, content coordination, advertising integration, media kit updates, and sales support materials across both agency and publication initiatives
- Led integrated campaign development across OOH, transit, environmental, retail, experiential, digital, and social platforms, creating audience-focused visual systems designed to increase engagement and brand visibility
- Designed and launched the DC DPR “Rec for All” campaign, developing scalable multi-channel assets across transit, environmental, social, digital, and print platforms to support community outreach and public engagement
- Developed retail-ready, experiential, and environmental brand applications including event materials, promotional assets, branded collateral, and campaign support graphics aligned with broader marketing initiatives
- Created motion graphics, web assets, branded content, and digital campaign materials aligned with strategic communication and audience engagement goals
- Oversaw end-to-end production workflows including print production, prepress preparation, vendor coordination, file management, quality control, and final delivery across multiple simultaneous projects and deadlines
- Translated complex concepts, stakeholder objectives, and information-heavy content into clear, high-impact visual communication systems tailored for diverse audiences and campaign goals
- Collaborated directly with leadership, marketing stakeholders, vendors, advertisers, and clients to present and defend creative rationale, guide feedback, and ensure alignment between business objectives, audience engagement, and visual execution
- Provided creative direction, design leadership, mentorship, and quality control across campaigns, editorial content, advertising, branded materials, and multi-platform creative initiatives while maintaining consistency across both agency and publication environments

METROKIDS MAGAZINE – Philadelphia, PA Senior Art Director & Production Manager | 2016 – 2020

- Served as the sole in-house visual design and production lead across MetroKids Magazine and its affiliated publications, managing end-to-end creative execution across editorial, advertising, marketing, directory systems, events, environmental graphics, and print production workflows
- Led design and production of 36 monthly magazine issues annually across three regional editions (PA, South Jersey, and Delaware), managing simultaneous layouts, localized content variations, advertising integration, and print production from concept through press
- Directed the full lifecycle of 5+ annual publications and special issues (Guide to Schools, Spring Guide, Ultimate Family Guide, Educators Edition, Special Kids), establishing scalable layout systems for dense, information-heavy content
- Developed and maintained grid systems, typography standards, and visual hierarchy frameworks to ensure consistency, readability, and cohesive audience experiences across long-form editorial and directory-based publications
- Designed high-volume advertising and branded content, balancing client objectives with editorial standards while maintaining seamless visual integration across each issue
- Managed full print production workflows including prepress, file preparation, proofing, press checks, and vendor coordination to ensure accuracy, quality, and on-time delivery across multiple concurrent publications

- Led creative direction for integrated marketing initiatives including event branding (Super Camp Fair), CoverKids campaigns, promotional materials, and audience-facing collateral across print and digital channels
- Conceptualized and executed multi-channel campaigns spanning magazine, web, social, and environmental touchpoints, ensuring consistent brand presence and audience engagement across platforms
- Collaborated cross-functionally with editorial, sales, and leadership teams to deliver high-volume content under aggressive production deadlines without sacrificing visual quality, brand consistency, or production accuracy

REVIEW PUBLISHING – Philadelphia, PA Production Graphic Designer | 2012 – 2016

- Executed high-volume editorial, advertising, and production design across Philly Weekly and South Philly Review, supporting fast-paced weekly publication cycles under aggressive production deadlines
- Designed and maintained distinct classified layout systems across both publications, adapting visual hierarchy, pacing, typography, and advertising integration to support two separate publication brands and audience experiences
- Recognized for winning an internal publication logo redesign initiative, leading to expanded creative responsibilities across editorial layout, feature design, and broader publication branding efforts
- Recognized as a trusted creative resource within the production department, regularly advising colleagues on design execution, layout problem-solving, and production workflows to support consistency and operational efficiency across weekly publication cycles

SKILLS & TOOLS

BRAND & CREATIVE LEADERSHIP

Brand Strategy & Systems · Creative Direction · Multi-Channel Campaign Development · Integrated & Content Marketing · Audience Engagement · Cross-Platform Storytelling

CREATIVE OPERATIONS & PRODUCTION

Creative Brief Development · Creative QA · Packaging Systems · Dielines · Production-Ready Files · Print Production · Vendor Coordination · Campaign Rollout

DIGITAL & E-COMMERCE

Shopify · Walmart · Etsy · Conversion-Focused Design · SEO Optimization · E-Commerce Brand Systems · Social Campaign Assets · Multi-Platform Merchandising

EDITORIAL & CONTENT SYSTEMS

Editorial Design · Publication Systems · Information Hierarchy · Content Layout Systems · Typography · Long-Form Content Design

AI-ASSISTED CREATIVE WORKFLOWS

ChatGPT · Adobe Firefly · Gemini · Grok · AI-Assisted Ideation · Concept Generation · Prompt-Based Creative Exploration

TOOLS & PLATFORMS

Adobe Creative Suite · Figma · Wix · WordPress · Canva

LEADERSHIP

Cross-Functional Collaboration · Stakeholder Communication · Creative Direction · Team Guidance · End-to-End Project Ownership

EDUCATION

THE ART INSTITUTE OF PITTSBURGH

Bachelor of Science in Graphic Design | 2015

AWARDS & RECOGNITION

- Professional Keystone Press Award – Second Place, Front Page Design | 2016
- Philly Weekly Logo Redesign Competition – Winner
- Guide to Schools Publication Expansion – Increased reader engagement contributed to the launch of an additional Spring Guide to Schools issue