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CREATIVE DIRECTOR

Campaigns • Brand Systems • Consumer Storytelling

VERONICA HANNA

Brand & Creative Director with 18+ years leading brand, campaign, and editorial work — from a 44-page luxury publication distributed to 10,000 readers, to a citywide DC government campaign spanning 16 buses and a TV spot, to four years as the sole creative and production lead behind a regional parenting magazine reaching 100,000+ families monthly.

I work across the full system: brand identity, packaging, editorial design, integrated campaigns, and digital — moving from strategic concept through final production while owning creative direction, decision-making, and execution. Equally comfortable directing multidisciplinary teams or executing hands-on when the work demands it.

LEADERSHIP HIGHLIGHTS

- Consistently identified revenue opportunities through creative — expanding client scopes, developing new offerings and sales tools, and proposing new products across agency, publishing, and independent environments.
- Held full creative authority across DHM Media Group's brand and publishing ecosystem — from concept through final execution, with no senior creative oversight involved.
- Translated stakeholder objectives (government clients, advertisers, founders) directly into creative direction without a strategy layer in between.
- Integrated generative AI into research, concept development, visualization, and production workflows while retaining human ownership of strategy, creative direction, and final approval.
- Mentored and directed contributors and freelancers across simultaneous publications and campaigns under deadline.

FEATURED WORK

DUNKIN' × SMUCKER'S — Campaign Systems

No client. No brief. A full seasonal brand platform — strategy, identity, packaging, retail, digital, and motion — built solo to prove what “Creative Director” actually means. [View Case Study](#)

ADC + FITJOY — Brand Ecosystems

Built a 20-year-old firm's first real visual identity, then launched a second brand from scratch through the same client relationship. [View Case Study](#)

DPR / REC FOR ALL — Campaign Systems

A citywide DC government campaign that advertised people, not programs — 4 bus wraps, 16 buses, and a TV spot, all from one idea. [View Case Study](#)

EXPERIENCE

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

- Founded and built a direct-to-consumer apparel brand across five marketplace ecosystems, establishing the brand strategy, creative direction, product architecture, and go-to-market approach from the ground up.
- Directed brand identity, product development, visual merchandising, and e-commerce creative across Shopify, Walmart, Etsy, eBay, and TikTok Shop, adapting the brand experience to distinct platform audiences and requirements.

EXPERIENCE

- Built and scaled a 7,000+ SKU product portfolio through trend research and rapid launch cycles, balancing evergreen, seasonal, and trend-driven collections to respond to consumer demand.
- Owned the business end to end — connecting creative decisions with merchandising, vendor coordination, quality, fulfillment, and customer experience to gain direct insight into the commercial realities of building a consumer brand.

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

- Served as the sole creative employee across two interconnected businesses — DHM Media Group, a full-service advertising, PR, and design agency, and District Home Magazine, its luxury real estate and design publication — independently running editorial, branding, marketing, and production for both.
- Directed District Home Magazine end to end — 44 pages, 8 issues annually, and 10,000 copies per issue — owning editorial, visual direction, and production.
- Built a repeatable strategy for expanding existing accounts into branding engagements — identifying unmet brand needs, developing proposals, and pitching expanded creative scopes that converted advertising and project clients into broader brand work.
- Set creative direction across DHM's external agency roster — including a citywide DC Parks & Recreation campaign, ADC Management Solutions' first visual identity and the launch of FitJoy — leading identity, campaign, and digital work from client objectives through execution.
- Owned client-facing creative relationships from concept presentation through final approval — presenting work directly, advising clients on creative decisions, and guiding complex stakeholder revision cycles, including 100+ rounds on a global nonprofit engagement.

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

- Served as sole art director and production lead across MetroKids Magazine and affiliated publications, owning creative across editorial, advertising, marketing, event branding, and print production for a regional parenting media brand producing 36 issues annually across three markets plus five annual guides.
- Led creative for CoverKids, one of MetroKids' largest annual programs, directing the visual experience across promotion, advertising, winner photoshoots, and cover stories from concept through publication.
- Rebuilt sales collateral and pitch systems to help the sales team market advertising opportunities across MetroKids and its special publications, using creative strategy to strengthen how products were positioned to prospective advertisers.
- Identified audience and market demand following the success of Guide to Schools, then proposed and launched a Spring edition — creating a new annual publication and additional advertising inventory for the business.

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

- Designed editorial, advertising, and publication systems across Philadelphia Weekly and South Philly Review while proactively developing new digital ad concepts and custom pitch creative to help Sales pursue expanded advertiser opportunities.
- Won a company-wide competition to lead Philadelphia Weekly's visual identity redesign, creating a full brand system spanning masthead, cover architecture, classifieds, environmental, and merchandise; the identity ran across 27 issues, appeared on 600+ street boxes, reached 500,000+ monthly readers, and earned a Professional Keystone Press Award.

- Became a go-to creative resource for design decisions beyond the scope of the production role, including advising senior creative colleagues, while balancing editorial integrity, advertiser needs, and high-volume weekly production.

VERONICA HANNA DESIGNS – Remote Independent Brand & Creative Consultant | 2008 – present

- Built a nearly 20-year independent practice by identifying the larger brand opportunity within individual client briefs — expanding single deliverables into comprehensive brand systems and broader engagements.
- Served as HydroQuench's brand authority for more than a decade, directing packaging, marketing, and e-commerce creative as the product line expanded to 30+ SKUs through a long-term relationship sustained without a formal retainer.
- Generated referral business through established client relationships — work for Richmond Natural Medicine led to a second branding engagement with the Virginia Association of Naturopathic Physicians, with both identities still in active use a decade later.
- Directed multidisciplinary brand engagements from strategic concept through final production, establishing the creative direction across identity, naming, packaging, editorial, campaigns, and e-commerce for clients in retail, food & beverage, publishing, public-sector, and nonprofit sectors.

CAPABILITIES

AREAS OF EXPERTISE

Creative Direction · Brand Strategy · Brand Identity Systems · Integrated Campaign Development · Art Direction · Editorial Direction · Packaging · Digital Experiences

AI-ENHANCED CREATIVE STRATEGY & WORKFLOWS

AI Direction · AI-Assisted Ideation · Rapid Concept Development · Creative Exploration · Image & Video Generation · Voice-Over Production & Editing · ChatGPT · Claude · Firefly · Gemini · Grok

CREATIVE OPERATIONS & PRODUCTION

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

DIGITAL, E-COMMERCE & PLATFORMS

Wix (Advanced) · Shopify · WordPress · CMS Architecture · Dynamic Pages · Content Collections · Walmart Marketplace · Etsy · eBay · TikTok Shop · Multi-Platform Merchandising

TOOLS & SOFTWARE

Adobe InDesign · Adobe Illustrator · Adobe Photoshop · Canva · PowerPoint

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 | 2015