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SENIOR PACKAGING DESIGNER

VERONICA HANNA

Senior Packaging Designer specializing in packaging systems, brand identity, and multi-platform design across digital, print, and retail environments. Leads the development of scalable packaging systems that extend brand identity across multiple SKUs and categories, balancing creative innovation with functional, regulatory, and cost considerations.

Strong background in high-volume production, packaging hierarchy, and consumer-facing design, with experience supporting A/B testing, visual optimization, and data-informed creative decisions. Operates effectively in fast-paced, multi-brand environments, delivering high-impact solutions while translating brand DNA into cohesive packaging systems from concept through production. Experience designing for beauty, personal care, and lifestyle brands.

FEATURED WORK

Scentsational - Hair Perfume Mist Packaging System

Developed a multi-SKU packaging system for a fragrance-based product line, extending brand identity across scent variations while enhancing shelf visibility, improving scent differentiation, and strengthening overall product line cohesion, and introducing a modern, lifestyle-driven visual direction aligned with a younger target audience. [View Case Study](#)

HydroQuench Systems - Product Packaging System

Designed a cohesive packaging system across multiple haircare SKUs, balancing premium aesthetics with functional clarity and strong retail shelf impact. Established consistent label hierarchy and clear communication across primary and secondary packaging elements. [View Case Study](#)

Javy Coffee - Packaging Concept

Developed a premium, scalable packaging system introducing a structured jar and carton format, strengthening brand hierarchy and enhancing shelf and digital presence while supporting future product line expansion. [View Case Study](#)

Big Belly's BBQ - Packaging System

Created a comprehensive packaging system for a multi-SKU product line, reinforcing brand identity, improving visual hierarchy, and ensuring consistency across retail and direct-to-consumer environments. [View Case Study](#)

EXPERIENCE

VEE'S TEES - Remote

Owner & Creative Director | 2023 - Present

- Lead end-to-end creative direction for an e-commerce brand, designing packaging, product visuals, and marketing assets across Shopify, Walmart, Etsy, and social platforms.
- Translate brand identity into cohesive product and packaging systems that scale across multiple SKUs and collections.
- Develop product presentation strategies optimized for conversion, including A/B testing of visuals, layouts, and messaging.
- Create high-performing product imagery and branded content aligned with consumer behavior and platform-specific trends.
- Manage brand consistency across multiple channels, integrating SEO strategy, campaign execution, and content development.

FREELANCE GRAPHIC DESIGNER - Remote | 2015 - Present

- Develop packaging systems and brand identities for consumer products, including label design, hierarchy, and production-ready assets for retail and e-commerce.
- Collaborate with clients to translate brand identity into cohesive packaging systems that scale across multiple SKUs while maintaining visual consistency and strong shelf presence.

EXPERIENCE

- Create dieline-aware layouts and production files, ensuring accuracy across print, digital, and large-format applications.
- Present strategic design concepts and rationale to stakeholders, incorporating feedback and aligning with business objectives.
- Leverage AI-powered tools (ChatGPT, Adobe Firefly, Gemini, Grok) to accelerate ideation, enhance production workflows, and support rapid concept development.

DHM MEDIA GROUP - Remote | Washington, DC Lead Graphic Designer | 2021 - 2023

- Led full production and design of District Home Magazine, managing layout systems, editorial design, and digital publishing workflows.
- Designed integrated, multi-channel campaigns across print, digital, and environmental formats, ensuring cohesive visual systems across platforms.
- Produced production-ready files with strict attention to print specifications, consistency, and accuracy.
- Collaborated cross-functionally with marketing and content teams to align design with campaign strategy and audience engagement goals.

METROKIDS MAGAZINE - Philadelphia, PA Production Manager/Senior Art Director | 2016 - 2020

- Directed design and production of a monthly publication and multiple annual issues, managing high-volume layout systems and editorial workflows.
- Led photoshoots, art direction, and visual storytelling for covers and feature spreads.
- Developed cohesive advertising and editorial layouts that balanced creativity with readability and brand consistency.

REVIEW PUBLISHING - Philadelphia, PA Production Graphic Designer | 2014 - 2016

- Designed layouts and managed production for print publications, including classified sections for Philly Weekly and South Philly Review.
- Created print and digital advertisements that improved engagement and visual clarity.
- Mentored fellow designers on typography, layout, and production best practices.

SKILLS & TOOLS

- Packaging Design & Label Systems
- Dielines & Production-Ready File Preparation
- Print Production, Finishes & Materials
- Brand Identity & Visual Systems
- A/B Testing & Visual Optimization
- Consumer-Focused Design & Conversion Strategy
- Brand Positioning & Visual Hierarchy
- Campaign & Marketing Design
- Typography, Layout & Visual Hierarchy
- Motion Graphics & Video Production
- Large-Scale Media Design (Transit, Displays)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Web & UX/UI (Wix, WordPress, Squarespace)
- E-Commerce & Digital Marketing (SEO, Shopify, Etsy, Walmart, TikTok)
- AI Tools: ChatGPT, Adobe Firefly, Gemini, Grok
- Social Media Content & Strategy
- Team Leadership & Mentorship

EDUCATION

The Art Institute of Pittsburgh
Bachelor of Science in Graphic Design | 2015

AWARDS & RECOGNITION

- Professional Keystone Press Award – Front Page Design (Second Place) | 2016
- Philly Weekly Logo Redesign Competition Winner
- Guide to Schools publication success led to the launch of Spring Guide to Schools