



VERONICA HANNA

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PROFESSIONAL SUMMARY

My secret recipe? A dash of technical prowess, a splash of creative vision, and a sprinkle of Adobe Creative Suite magic. From pixels to print, I craft brand-specific designs that ignite marketing fireworks and achieve jaw-dropping results. Detail is my superpower, I can spot a misplaced pixel from a mile away and find joy in aligning elements with mathematical precision. Projects? A breeze! I'm a maestro of multitasking, juggling deadlines like a circus performer. Collaboration is my happy dance, and teamwork is my favorite jam! Ready for a design adventure? Let's hop on the creative rollercoaster and make magic happen!

EDUCATION

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

EXPERIENCE

2021 – 2023

Lead Graphic Designer | DHM Media Group | Remote - Washington, DC

- Spearhead creative designs for full branding and marketing packages, ensuring consistent visual representation and effective communication of clients' brand identities.
- Conceptualize and implement website layouts, templates, and unique branded looks, optimizing user experience and reinforcing clients' brand personalities.
- Produce compelling graphic and motion designs for promotional materials, seamlessly blending digital and print assets to generate captivating visuals that captivate audiences and drive impactful results.
- Craft visually attractive and purpose-driven print materials, including logos, pamphlets, newsletters, posters, and brand identities, consistently aligning designs with clients' marketing objectives.
- Create storyboards for animating, designing, and editing video content for commercial campaigns and multimedia assets, breathing life into concepts through dynamic visual storytelling.
- Apply design fundamentals, including typography, composition, layout, and color theory, to create visually cohesive and aesthetically pleasing designs that effectively convey key messages.
- Demonstrate production expertise to deliver high-quality images, ensuring technical considerations and specifications are met to achieve outstanding results.
- Uphold branding standards for assigned accounts, ensuring a unified visual representation across various materials and platforms.
- Present marketing concepts with creative expertise, developing visually compelling designs that effectively communicate clients' brand stories and captivate the target audience.
- Develop collateral materials, including display, marketing, and packaging materials, to support product branding strategies, ensuring consistency and visual coherence across multiple touchpoints.
- Manage end-to-end production and delivery of District Home Magazine, overseeing the entire process from design to editorial. Ensure timely delivery of high-quality print and digital magazine issues while maintaining editorial and visual standards.

2016 – 2020

Production Manager/Senior Art Director | Metrokids Magazine | Philadelphia, PA

- Revamped Metrokids' logo, infusing the brand with a fresh and modern look that resonated with the target audience.
- Oversaw the complete design and layout process of the monthly magazine and four special publications, maintaining visual integrity and consistency while meeting strict deadlines.
- Managed all print and digital productions from concept to completion, ensuring projects were delivered on time and within budget. Collaborated closely with printers and digital platforms to ensure high-quality output.
- Developed innovative art and design concepts, elevating the visual impact of the brand's materials and contributing original ideas to the creative process, resulting in engaging and memorable designs.
- Demonstrated proactive problem-solving skills by anticipating design issues and implementing effective solutions, maintaining project timelines.
- Produced artistic visual products while adhering to technical constraints, striking a balance between creativity and practical considerations.
- Created comprehensive task lists to efficiently manage projects and meet overall goals within established deadlines.
- Oversaw photoshoots for the annual CoverKids contest, demonstrating a keen eye for talent and selecting young models who represented the diversity and spirit of Metrokids' readership.
- Coordinated and directed photoshoots for cover winners, ensuring a seamless and enjoyable experience for the young talents and their families.
- Selected and edited the best images from each photoshoot to grace the covers of Metrokids Magazine, showcasing captivating and relatable visuals that resonated with the audience.
- Prepared design layouts into prepress files for offset, web, and digital printing, ensuring accurate and production-ready files to achieve optimal print quality.
- Managed all art and office supply needs for the art department, maintaining a well-equipped and organized workspace to facilitate efficient design production.
- Implemented the artistic vision of assigned projects, aligning design solutions with client requirements and brand standards.
- Conducted industry research and evaluated competitive products to stay updated with the latest trends, utilizing insights to enhance the quality and effectiveness of design work.
- Delivered design projects on multiple titles and platforms simultaneously, efficiently managing priorities and resources to meet demanding schedules.
- Played a key role in improving the quality standards of the company's digital printing process by effectively utilizing Adobe Creative Suite, streamlining workflow and enhancing efficiency.
- Developed print materials, including brochures, banners, and signs, that effectively communicated key messages and enhanced brand visibility.
- Collaborated with editors to incorporate layout changes, ensuring seamless integration of content and design elements to maintain visual coherence.
- Prepared and reviewed final files for print, meticulously examining print proofs to ensure exceptional quality standards were met.
- Uploaded magazine files to Metrokids' digital platform on ISSUU, ensuring smooth and error-free publication of content in the online environment.

2014 – 2016

Production Graphic Designer | Review Publishing | Philadelphia, PA

- Played a pivotal role in reimagining Philly Weekly's logo, capturing the essence of the brand and resonating with the target audience.
- Assumed responsibility for the complete design and layout of the Classified ad section for both Philly Weekly and South Philly Review, ensuring visual appeal and organization while meeting deadlines.
- Developed creative designs for various materials, including article layouts, print and web ads, sales sheets, and print materials, consistently aligning designs with clients' objectives and brand guidelines.
- Executed final touches on projects, including image sizing and font selection, ensuring visual consistency and professional presentation.

- Applied design fundamentals, including typography, composition, layout, and color theory, to select appropriate visual elements and create visually engaging designs.
- Collaborated with clients to gather and define project requirements, establish project scopes, and manage project milestones, ensuring effective communication and alignment throughout the design process.
- Conducted meetings with customers to present mockups, collect feedback, and make necessary adjustments to meet their expectations and objectives.
- Applied production knowledge to create high-quality images, ensuring that design deliverables met industry standards and client specifications.
- Leveraged creative expertise to effectively present marketing concepts, translating ideas into visually compelling designs that effectively communicated key messages.
- Collaborated with technical teams to bring design projects to completion, ensuring seamless integration of design elements with technical requirements.
- Demonstrated versatility by creating a broad range of work using various design techniques, adapting to project requirements and exploring innovative approaches.
- Assisted the Production Manager in shipping final print-ready files to the printer on a weekly basis, ensuring timely delivery and adherence to printing specifications.
- Provided software and design support to production staff as needed, offering assistance and guidance to optimize workflow and productivity.

SKILLS

- Adobe Creative Suite
- Canva
- PC and Mac platforms
- Branding
- Typography
- Layout
- Illustration/Infographics
- Graphic Design
- Print design
- Digital design
- Website solutions
- Magazine background
- Advertising focus
- Project management
- Team leadership
- Communication
- Time management

AWARDS

2016 PROFESSIONAL KEYSTONE PRESS AWARD

Issued by Pennsylvania Newsmedia Association
Associated with Philadelphia Weekly
Front Page Design - Second Place

PORTFOLIO

<http://veronicahannadesigns.com>