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CREATIVE DIRECTOR

Campaigns • Brand Systems • Consumer Storytelling

VERONICA HANNA

Brand & Creative Director with 14+ 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, frequently holding full creative authority with no senior oversight above me. Comfortable directing teams or executing solo, depending on what the project needs.

LEADERSHIP HIGHLIGHTS

- Converted advertising and editorial relationships into new branding business — work for one real estate advertiser led to a full identity package, with several other clients following the same path.
- 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.
- Built repeatable systems — editorial templates, brand guidelines, campaign frameworks — designed to outlast any single project or issue.
- 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 operated a direct-to-consumer apparel brand across Shopify, Walmart, Etsy, eBay, and TikTok Shop — owning every stage from product concept through fulfillment and customer service.
- Directed brand strategy, creative direction, and visual merchandising while managing SEO, listings, and collection architecture across five distinct marketplace ecosystems.
- Built and scaled a 7,000+ SKU product assortment through trend research and rapid product launch cycles, balancing evergreen offerings with seasonal and trend-driven collections.
- Managed full business operations including order fulfillment, customer service, quality assurance, and vendor coordination — gaining direct, hands-on insight into running a consumer-facing brand end to end.

EXPERIENCE

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

- Served as the sole creative employee across two interconnected businesses — DHM Media Group, a full-service ad/PR/design agency, and District Home Magazine, its luxury real estate and design publication — independently running editorial, branding, marketing, and production for both.
- Directed and produced District Home Magazine end to end: writing and editing feature stories, sourcing and curating photography, and designing every issue — 44 pages, 10,000-copy distribution, 8 issues a year.
- Converted advertising relationships into new branding business — one real estate advertiser's article and ad led to a full identity package, with several other realtor advertisers following the same path.
- Led creative for external agency clients including the DC Department of Parks & Recreation ("Rec for All"), ADC Management Solutions + FitJoy, and multiple real estate and lifestyle brands — spanning identity, campaign, and digital work.
- Designed and produced 5+ standalone publications and annual reports for DHM clients, including a global nonprofit, managing complex multi-stakeholder revision cycles (100+ rounds on some projects) from concept through final delivery.

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

- Served as the sole art director and production lead across MetroKids Magazine and its affiliated publications — owning editorial design, advertising, marketing collateral, directories, event branding, and print production for a regional parenting media brand.
- Designed and produced 36 monthly issues annually across three regional editions (PA, South Jersey, Delaware), plus 5 annual guides — Special Kids, Ultimate Family Guide, Teacher's Edition, Guide to Schools, and Spring Guide to Schools.
- Built and maintained recurring directory systems — including camp and daycare directories produced in three regional versions each month — transforming dense, constantly-updating information into navigable guides for parents.
- Led creative for CoverKids, one of MetroKids' largest annual programs — directing contest promotion, advertising, winner photoshoots, and cover story design from concept through publication.
- Developed media kits and sales collateral that brought new advertisers into special issues like Special Kids and Guide to Schools, directly supporting revenue for the publication's expanded editorial calendar.
- Proposed and launched a Spring Guide to Schools edition after the original issue's success — expanding the publication's annual special-issue lineup.

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

- Designed editorial, advertising, and publication layouts across Philadelphia Weekly and South Philly Review, sustaining brand consistency and visual quality across two weekly publication cycles under aggressive deadlines.
- Won an internal, company-wide competition to lead Philadelphia Weekly's visual identity redesign — a full brand system spanning masthead, cover architecture, classifieds, and environmental and merchandise concepts.
- The redesigned identity ran across 27 issues, appeared on 600+ street boxes citywide, reached 500,000+ monthly readers, and earned a Professional Keystone Press Award (2nd Place, Front Page Design, 2016).
- Reimagined classifieds as an information architecture challenge rather than utilitarian pages — building modular templates that improved navigation and readability across both publications' high-volume classified sections.
- Served as the go-to creative resource for design decisions — including for the Senior Designer and Production Manager — while balancing editorial integrity, advertiser needs, and weekly production deadlines across two simultaneous publication cycles.

VERONICA HANNA DESIGNS – Remote Independent Brand & Creative Consultant | 2012 – present

- Built a nearly 15-year independent practice defined by a recurring pattern: clients request a single deliverable, and I identify the larger brand opportunity — a menu request became the full Big Belly's BBQ brand ecosystem; a book design project with author Brooke Guthrie grew into a multi-year partnership spanning two more books and four additional brand engagements.
- Maintained a decade-long brand stewardship relationship with HydroQuench, evolving packaging, marketing, and e-commerce support across multiple product lines as the brand grew.
- Turned single-project engagements into standing client relationships — work for Richmond Natural Medicine led to a referral for a second branding project with the Virginia Association of Naturopathic Physicians, with identities I built for both organizations still in active use a decade later.
- Delivered full-spectrum brand systems — identity, naming, packaging, editorial, campaigns, and e-commerce — for clients across retail, food & beverage, publishing, public-sector, and nonprofit industries, guiding each from strategic concept through final production.

CAPABILITIES

AREAS OF EXPERTISE

Brand Strategy · Brand Identity Systems · Editorial Direction · Publication Design · Integrated Campaign Development · Information Architecture · Art Direction · Creative Direction

AI-ENHANCED CREATIVE STRATEGY & WORKFLOWS

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

CREATIVE OPERATIONS & PRODUCTION

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

DIGITAL & E-COMMERCE

Walmart Marketplace · Etsy · eBay · TikTok Shop · Conversion-Focused Design · SEO Optimization · Social Campaign Assets · Multi-Platform Merchandising

EDITORIAL & CONTENT SYSTEMS

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

TOOLS & SOFTWARE

Adobe InDesign · Adobe Illustrator · Adobe Photoshop · Canva (video/motion) · Photoshop (video/motion) · PowerPoint

PLATFORMS & CMS

Wix (Advanced) — Dynamic Pages, Content Collections, CMS Architecture · Shopify — built and managed VeetesOnline.com · WordPress

LEADERSHIP

Cross-Functional Collaboration · Stakeholder Presentations · Creative Leadership · Mentorship & 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 | 2015