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SENIOR BRAND & PACKAGING DESIGNER

VERONICA HANNA

Senior Brand & Packaging Designer specializing in consumer packaging systems, retail & e-commerce design, mockups, and production-ready assets. Experienced in developing cohesive brand identity systems and packaging hierarchies that translate effectively across shelf, digital marketplaces, and marketing platforms.

FEATURED BRAND & PACKAGING PROJECTS

Javvy Coffee - Packaging Concept

Designed a branded storage container and scalable packaging system aligned with Javvy's visual identity. Established clear product hierarchy and premium positioning while supporting future product extensions. [View Case Study](#)

Big Belly's BBQ - Packaging Design System

Designed a comprehensive packaging system for a multi-SKU product line, establishing consistent hierarchy, structural clarity, and brand cohesion across formats for retail and direct-to-consumer use. [View Case Study](#)

HydroQuench Systems - Product Packaging System

Developed cohesive packaging architecture across multiple haircare SKUs, ensuring consistent branding, strong label hierarchy, and retail-ready clarity from ingredient panels to primary display surfaces. [View Case Study](#)

EXPERIENCE

VEE'S TEES - Remote

Owner & Creative Director | 2023 - Present

- Launched and managed an e-commerce brand, leveraging platforms like Shopify, Walmart, Etsy, and TikTok for sales and marketing.
- Designed unique branding, print graphics, and digital assets, optimizing product listings with SEO-driven strategies.
- Built a strong online presence with influencer collaborations, monthly contests, and creative social media marketing.

DHM MEDIA GROUP - Remote | Washington, DC

Lead Graphic Designer | 2021 - 2023

- Led full production of District Home Magazine, managing editorial research, writing, ad design, layout, and digital publishing.
- Developed websites, branding packages, and collateral materials for industries such as real estate, government, hospitality, and retail.
- Designed large-scale media campaigns, including Long & Foster window displays and DCDPR REC4ALL bus wrap campaign.
- Produced motion graphics and promotional videos for digital marketing and advertising campaigns.

METROKIDS MAGAZINE - Philadelphia, PA

Production Manager/Senior Art Director | 2016 - 2020

- Designed and laid out the monthly magazine and four annual publications, including the highly successful Guide to Schools, which led to the launch of the Spring Guide to Schools.
- Created event collateral for the annual Camp Fair and CoverKids contest, including banners, brochures, and promotional materials.

EXPERIENCE

- Directed and executed photoshoots for CoverKids contest winners, selecting and editing images for magazine covers.
- Designed advertisements and editorial layouts, ensuring a cohesive and visually striking publication.

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

- Solely responsible for the design, layout, and integration of the Classified section for Philly Weekly and South Philly Review.
- Designed print and animated web ads that enhanced engagement and increased conversions.
- Won an in-house competition to redesign the Philly Weekly logo, which was used for a year before ownership changes.
- Mentored three junior designers, providing guidance on typography, composition, and layout best practices.

FREELANCE GRAPHIC DESIGNER - Remote | 2015 - Present

- Created comprehensive branding and identity packages for businesses such as Richmond Natural Medicine.
- Designed collateral materials including brochures, business cards, and promotional content to support brand consistency.
- Developed packaging designs for consumer products like Hydroquench Systems, combining functionality with aesthetic appeal.
- Provided e-commerce solutions, including SEO optimization, Shopify store management, and product photography.

EDUCATION

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

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Website & UX/UI Design (Wix, Squarespace, WordPress, Shopify)
- E-Commerce & Digital Marketing (Shopify, Etsy, Walmart, TikTok, SEO)
- Branding & Identity Design
- Packaging & Print Design
- Motion Graphics & Video Production
- Large-Scale Media Design (Bus Wraps, Window Displays)
- Social Media Strategy & Content Creation
- Team Leadership & Mentorship

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

PORTFOLIO

View my work at veronicahannadesigns.com