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## GRAPHIC DESIGNER

# VERONICA HANNA

Versatile and results-driven Graphic Designer with expertise in branding, publishing, e-commerce, packaging, and large-scale media campaigns. Proven ability to create engaging visual identities, digital solutions, and print materials that drive growth and audience engagement. Adept at leading design teams, mentoring creatives, and executing high-impact campaigns across print, digital, and motion graphics. Skilled in Adobe Creative Suite, UX/UI, SEO-driven marketing, and e-commerce platforms like Shopify, Etsy, and TikTok. Passionate about transforming concepts into compelling, revenue-generating visuals.

### EXPERIENCE

#### VEE'S TEES - Remote

Owner & Creative Director | 2023 - Present

- Launched and managed an e-commerce brand, leveraging platforms like Shopify, 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.
- 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.

## **EXPERIENCE**

### **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](http://veronicahannadesigns.com)