


veronicacampbell


CONTACT

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 veronicamcampbell

 veronica-creative.com

ABOUT

My excitement of creative collaboration enhances my projects, yielding superior results and fostering strong connections among contributors. I excel in researching and crafting optimal experiences, both in print and on the web. I am committed to educating and guiding others about the importance and impact of design.

EDUCATION

Baylor University, 2014 – 2017

BFA in Studio Art: Graphic Design

Hubspot

Email Marketing Certification, 2024

MasterCard Labs

Innovation Workshop, 2024

TOOLS

- Illustrator
- InDesign
- Photoshop
- XD
- Microsoft Suite
- UI/UX Design
- Print & Layout
- Branding
- Video & Storyboarding
- Photography
- D2C Marketing
- B2C Marketing
- Agile Workflow
- JIRA

EXPERIENCE

Kasasa | Austin, TX (Remote) | 2019–present

- Showcased design expertise across various styles, emphasizing user experience, industry trends, and client goals.
- Mentored junior creatives, providing tailored guidance on industry trends and design principles.

Sr Designer III / Art Director, 2023–present

- Led creative direction for B2B and D2C websites, collaborating with internal teams.
- Presented persuasively to executive stakeholders, backed by thorough research on proposed solutions.
- Applied product design expertise to enhance proposed layouts for consistency improvements.
- Developed innovative marketing materials for the latest product innovation, contributing to increased metrics.

Sr Designer II, 2021–2023

- Directed the visual aspects of the company's first national D2C campaign, resulting in over 9,000 entries.
- Executed a unique brand identity for an internal event, boosting company culture and employee engagement.

Designer I, 2019–2021

- Developed client-facing presentation documents, contributing to a 33% increase in sales and client retention.
- Identified operational improvements for team workflows and cross-functional collaboration.

Freelance Design & Photography | Remote | 2017–present

- Engaged with prospective clients to grasp their needs and discuss value-driven services.
- Developed project plans to aligning with client goals for optimal outcomes.
- Offered creative direction on content (imagery, graphics, and copy) to maintain cohesion and resonate with the target audience.
- Utilized persuasive communication to educate clients on design practices, aligning decisions with their target audience.

Four Columns Marketing | Waco | 2017–2019

Graphic Designer

- Collaborated with various company departments, both independently and in teams.
- Successfully developed new company identities and maintained existing brands.
- Managed statements of work for diverse clients, from larger corporations to small family-owned businesses.
- Coordinated with printing companies to ensure timely delivery of print materials.
- Recognized as a go-to person for innovation, introducing logo animation and GIF creation to enhance our provided assets