



A detail-oriented graphic designer, Verónica brings expertise in print and digital design. She is adept at reviewing and analyzing project requirements. She has experience in the consulting world, the nonprofit and government sectors, and takes a special interest in social marketing. A team player, Verónica is deft at solving problems on tight deadlines. She offers strong communication skills in both Spanish and English.

PROFESSIONAL EXPERIENCE

Graphic Designer | Office State of Superintendent of Education | Washington D.C. | August 2013 – Present

- Design and layout of print-based materials including flyers, brochures, logos, factsheets, training materials, newsletters, and other print documents using Adobe Creative Cloud
- Develop and maintain OSSE's communications asset library of photos, illustrations, stock art and other graphical elements
- Consult with printers and production companies contracted by OSSE to ensure format and print specifications
- Co-creator of the agency's style guide.
- Create multimedia-based layouts, graphics, and content for OSSE's use in presentations, websites, social media, video productions, multimedia programs and other electronic media
- Winner of two awards in 2022:
 - Teamwork & Collaboration Award for consistently working effectively with others to produce positive results.
 - 2022 Unsung Hero of the Year for significant contributions to the agency and its staff by exemplifying the highest standard of work ethic, integrity, knowledge, and team work to assist others.

Graphic Designer | HMA Associates | Washington D.C. | August 2011-August 2013

- Produces graphics and coordinates deliverables for several accounts including but not limited to the CDC Immunization Partner Alliances, D.C. Department of Health Healthy Start initiatives, American Cancer Society and FDA Office of Women's Health
- Responsible for concept and development of National Immunization Vaccination Disparities Partnership (NIVDP) logo, banners and other support material for conferences, events and publications
- Designs and proofreads the NIVDP monthly newsletter "Influential News"
- Supervises print production for deliverables including timelines and deadlines with external vendors
- Supports preparation of materials for focus groups, stakeholder meetings, events and marketing presentations for new business opportunities

Communication Specialist | National Council on Family Violence (NCFV) | Austin, Texas | May 2008- June 2011

- Led design projects from inception to final fulfillment
- Collaborated in the creation of agency work plan, including budgets, project timelines and agency grant deliverable compliance
- Established process for design, revisions, production, bidding and proofing on assigned agency projects Collaborated in updates to all agency websites, asset creation, bug fixes and revision of content
- Developed and coordinated annual public relations and marketing plans for Texas Council on Family Violence, National Domestic Violence Hotline and National Teen Dating Abuse Helpline
- Worked in distribution, proofing design and publication of agency newsletters, "The River" and "The Hotlines"
- Collaborated in all communications efforts including event support, media relations, support of other communications staff and executive initiatives
- Served as a "sounding board" and offered suggestions/input on media pieces issued by agency
- Collaborated with multiple agency teams to create a consistent agency brand

SOFTWARE SKILLS

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Adobe Express and After Effects)
- Procreate
- Microsoft Office (Word, PowerPoint & Excel)

EDUCATION

St. Edwards University | Austin, Texas | graduated December 2008 | **Graphic Design Major**, Bachelor of Arts

University of Puerto Rico, Arecibo Campus | graduated June 2004 | **Computer Science Major**, Bachelor of Science