

Vanessa

Art Director/
Designer

Miami, FL — 786-252-1375

vanessaveroesviana@gmail.com

www.vanessaveroesviana.com

in vanessaveroesviana

Skills

Creative Strategizing

Graphic Design

Editorial

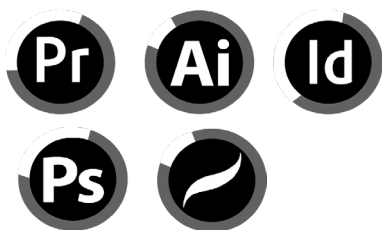
Prototyping

Leadership

Illustration

Bilingual English & Spanish

Software Skills



Miami-based designer with extensive experience in creative design, passionate about collaborative ideation and creating solutions that go beyond aesthetics. Known for a strong organizational skill set and creativity, consistently bringing ideas to life that achieve exceptional results. Veroes is dedicated to delivering high-quality content while striving for excellence in every design endeavor.

Experience

Lead Designer | Rebel Creators Creative Agency

2024- Current

- Lead design work for clients, including branding, logo creation, flyer design, website development, and campaign management.
- Manage social media and marketing strategies to deliver cohesive, engaging content aligned with client objectives.
- Collaborate with clients to conceptualize and execute creative ideas that reflect their brand identity.

Social/Digital Marketer / Graphic Designer Contractor | Garston Group Inc.

2021 - 2024

- Execute social media/digital marketing strategies, creating engaging content for various platforms while incorporating innovative design concepts based on data-driven insights and trends for continuous improvement.
- Collaborate closely with the marketing team to create visually compelling designs aligned with marketing objectives.
- Design print materials and digital assets, ensuring brand consistency, while efficiently managing multiple projects.

Graphic Designer Contractor | Swarm Inc. Event Agency

2022 - 2023

- Successfully manage multiple projects in a fast-paced environment with acute attention to detail.
- Collaborate closely with marketing, incorporate current design trends and market research to translate strategic visions into visually compelling designs.
- Lead and guide a remote graphic design team, ensuring adherence to project timelines and design communication standards.
- Maintain on-brand and visually engaging designs that uphold the company's/client's image and identity.
- Collaborate effectively with cross-functional teams to understand project requirements and deliver visually compelling designs with precision and consistency.

Creative Director Freelance | www.vanessaveroesviana.com

2019- Current Freelance

- Lead and direct creative initiatives encompassing photo shoots, video shoots, brand campaigns, art installations, and editorial design projects.
- Provide art direction to ensure visually compelling and cohesive deliverables that resonate with the target audience.
- Serve as an Editorial Designer, specializing in captivating layouts for magazines, menus, posters, and flyers, while maintaining brand consistency.

Designer/Creative Director, SEOREV SIN | www.seorevsin.com - @seorevsin

2016 - Current Freelance

- Full responsibility for concept development, styling, and art direction of fashion label.
- Hands-on involvement in illustrating designs and sewing garments from start to finish.
- Successfully drive the brand's vision, ensuring cohesive and trend-forward collections.
- Collaborate closely with cross-functional teams, including stylists and photographers, to ensure a consistent and impactful visual narrative.

Customer Service Representative | eForms

07/2016 - 05/2018

- Enhanced customer experience through positive interaction and guidance.

Education

Miami Ad School

Art Direction

Miami, FL

Current - 2025

Instituto Europeo di Design

Global Design

Certificate: Global Design

Barcelona, Spain

2021

Dublin Institute of Design

Fashion Styling Commercial & Editorial

Certificate: Fashion Styling Commercial & Editorial

Dublin, Ireland

2019

Miami Dade College

Fashion Design 1 Year

AA: Fashion Design

Miami, FL

2017

Miami International University of Art & Design

Fashion Design 1 Year

AA: Fashion Design

Miami, FL

2016

Ronald Reagan Senior High School

2014

