

Vanessa V. Veroes Viana

A passion for crafting impactful visuals that evoke emotion and transcend aesthetics. With expertise in branding, graphic design, and visual identity, skilled in collaborative ideation and transforming concepts into designs that consistently exceed expectations.

Art Director Designer

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www.vanessaveroesviana.com

 vanessaveroesviana

Skills

- Creative Direction
- Branding & Visual Identity
- Graphic Design
- Editorial Design
- Prototyping & UI/UX Design
- Illustration
- Leadership & Team Collaboration
- Photography & Videography
- Social Media Strategy
- Content Creation
- Bilingual *English & Spanish*

Software Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Indesign
- Procreate
- Canva
- Figma

Awards

NYX Awards – Silver Winner

Website/Portfolio Category, 2025



Experience

Creative Lead | Rebel Creators Creative Agency Sept. 2023 – *Current*

- Lead design work for a diverse group of clients, including branding, logo creation, flyer design, website development, and campaign management, resulting in a collective 30% increase in client engagement.
- Manage client content curation for photoshoots, collaborating with photographers and videographers to enhance visual storytelling and elevate brand identity.
- Manage social media and marketing strategies across multiple client accounts, delivering cohesive, engaging content.
- Collaborate with clients to conceptualize and execute creative ideas, successfully boosting client impressions.

Creative Director & Styling Freelance Jan. 2016 – *Current*

- 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.
- Lead concept development, styling, and art direction for fashion label SEOREV SIN.
- Hands-on involvement in illustrating designs and sewing garments from start to finish.
- Drive the brand's vision, ensuring cohesive and trend-forward collections.
- Partner with stylists and photographers to deliver a consistent, impactful visual narrative.

Social & Digital Marketer, Graphic Designer | Garston Group Inc. Sept. 2021 – Oct. 2023

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

Graphic Designer | Swarm Inc. Event Agency Mar. 2022 – Sept. 2023

- Successfully managed multiple projects in a fast-paced environment with acute attention to detail.
- Worked alongside different marketing teams, incorporated design trends and market research to translate strategic visions into visually compelling designs.
- Led and guided a remote graphic design team, ensuring adherence to project timelines and design communication standards.
- Maintained on-brand and visually engaging designs that upheld the company's/client's image and identity.
- Collaborated effectively with cross-functional teams to understand project requirements and delivered visually compelling designs with precision and consistency.

Education

Miami Ad School Miami, FL | 2023 – *Current*
Art Direction

Instituto Europeo di Design Barcelona, Spain | 2021
Global Design

Dublin Institute of Design Dublin, Ireland | 2019
Fashion Styling Commercial & Editorial

Miami Dade College Miami, FL | 2017
Fashion Design

Miami International University of Art & Design Miami, FL | 2016
Fashion Design

Certificates

Global Design Barcelona, Spain | 2021
Istituto Europeo di Design (IED)

Fashion Styling Commercial & Editorial Dublin, Ireland | 2019
Dublin Institute of Design