

# VERONICA LAGUNA- SR. GRAPHIC DESIGNER

## CONTACT

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## PROFESSIONAL SKILLS

Bi-Lingual English/Spanish  
Strategic Thinking  
Strategic Ideation  
Photo Shoot Pre-Production/Direction  
Multi-Tasking  
Deadline and Budget Management  
Work-flow Management  
Department Collaboration  
Vendor Collaboration  
Print Production  
Press Checks

## SOFTWARE SKILLS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe XD  
Adobe Bridge  
Acrobat Pro  
Sketch  
Figma  
Google Web Designer  
Microsoft Word  
Microsoft Power Point  
Workfront  
Asana  
Zendesk  
Box  
Filemaker Pro  
Hubspot  
Mailchimp

## EDUCATION

### THE ART INSTITUTE OF FORT LAUDERDALE 2012

Associate of Science Degree in  
Web Design and Interactive Media

### THE ART INSTITUTE OF FORT LAUDERDALE 2010

Bachelor or Science Degree in  
Graphic Design

Strategic Senior Graphic Designer with over 15 years of experience leading omni-channel brand initiatives across the travel, healthcare, and retail sectors. Expert in bridging high-end print production with modern digital experiences like UX/UI and motion graphics. Proven track record of managing complex budgets, workflows, and global brand collaborations.

## DESIGN SKILLS

Editorial Design	Infographics	Omni-Channel Campaigns
Layout	Retail Displays	Video Editing & Animation
Typography	Corporate Communications	Animated Google Ads
Corporate ID	Brand Guidelines	Digital Display Ads
Promotional Design	Product Retouching	Social Media Campaigns
Package Design	Lifestyle Retouching	UX/UI
Brochure Design	Retail Signage	
Catalog Design	Outdoor Advertising	

## WORK EXPERIENCE

### **AZAMARA CRUISES Creative Designer - June 2022 - Present**

*Miami, Florida*

Manage comprehensive customer and trade campaigns, destination guides, and trade show presence. Direct content creation and targeted email marketing to drive impactful guest engagement and social media asset design.

### **CHENMED Sr. Creative and Graphic Design Administrator - July 2020 - June 2022**

*Miami, Florida*

Directed the brand evolution of ChenMed and its sub-brands while designing internal communication campaigns to enhance company culture. Partnered with regional marketing managers to deliver omni-channel campaigns specifically tailored for senior populations.

### **BLUEGREEN VACATIONS Sr. Graphic Designer - May 2017 - July 2020**

*Boca Raton, Florida*

Developed the end-to-end brand experience and produced seasonal collateral to empower the national sales team. Managed high-profile brand collaborations with NASCAR and Bass Pro Shops to expand brand visibility.

### **IT'SUGAR Sr. Graphic Designer - June 2016 - January 2017**

*Deerfiled Beach, Florida*

Led brand development and seasonal campaigns encompassing packaging, retail window displays, and digital assets. Coordinated department budgeting and directed seasonal photo shoots to ensure cohesive brand presentation.

### **SABADELL UNITED BANK Marketing Associate - November 2015 - June 2016**

*Miami, Florida*

Enhanced brand touchpoints across print, advertising, editorial design, and social media channels. Executed digital marketing assets including web design, email campaigns, and interactive web banners.

### **RICHLINE GROUP Graphic Designer - May 2012 - November 2015**

*Tamarac, Florida*

Designed full-scale collateral for print and digital including brand identity, packaging, and retail displays. Managed social media design and email marketing efforts for a diverse portfolio of jewelry brands.