

# VERONICA LAGUNA- SR. GRAPHIC DESIGNER

## CONTACT

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## PROFESSIONAL SKILLS

Bi-Lingual English/Spanish  
Strategic Thinking  
Creative Conceiting  
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  
Invision  
Sketch  
Figma  
Google Web Designer  
Microsoft Word  
Microsoft Power Point  
Workfront  
Asana  
Zendesk  
Box  
Filemaker Pro  
Hubspot  
Mailchimp

## 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*

Developing customer and trade based campaigns, consumer and internal facing emails, tradeshow elements and direct mail pieces.

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

*Miami, Florida*

Responsible for the development of the Chenmed brand and sub-brands. Produce internal communication campaigns to promote culture within the company. Work with regional marketing managers on Omni-Channel Campaigns targeted to the senior population.

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

*Boca Raton, Florida*

Developed the Bluegreen Vacations brand experience, produced multiple seasonal and collateral material for the sales team to promote and sell the Bluegreen Vacations brand.

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

*Deerfield Beach, Florida*

Took lead role in developing the IT'SUGAR brand, multiple seasonal and collateral material including packaging, window displays, e-blasts, web banners. Coordinate Budget and produce seasonal photo shoots.

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

*Miami, Florida*

Promoted the Sabadell United Bank brand experience through all communication channels, including print, brand identity, collateral, advertising, editorial design and digital marketing (web design, e-blasts, web banners, social media).

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

*Tamarac, Florida*

Designed across all communication channels, including print (brand identity, collateral, packaging, advertising, editorial design, catalog design, retail displays.) and digital marketing (web design, e-blasts, web banners, social media.)

## 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