

## PORTFOLIO

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CONTACT ME

## EDUCATION

### Bachelor of Arts, Design

Minor, Visual Media Studies

University of Texas at Austin | May 2020

## SKILLS

Graphic design

Marketing

Communication

Photography

Adobe Creative Cloud:  
InDesign, Photoshop,  
Illustrator, Lightroom,  
Premiere Pro, Audition

HTML Coding

Social Media Marketing

Color Theory

Drawing/ Illustrations

Technical Drawings

Web Design

Layout/ Composition

Podcasting

Planning

# VERONICA THOMPSON

A creative, energetic and driven individual.  
Detail-oriented and a great problem solver

## EXPERIENCE

### PRODUCTION & GRAPHIC DESIGNER

Epiphany Dermatology | Austin, TX | Sept. 2020 - Current

The sole graphic designer for 60+ locations. Lead the creation and execution of multi-channel marketing strategies that increase brand awareness, drive new customer acquisition and help sales to achieve growth objectives. Handled customer reviews, assembled PR packages, Design and sent out blast for email marketing.

Key Achievements:

- Created the companies first ever newsletter The Epiphany Advisor
- Created the companies first ever marketing catalog
- Producing print, packaging, advertisements and digital graphics

### CORPORATE TRAINER

Vincere Associates & Crown Marketing | Austin, TX | Jun. 2020 - Aug. 2020

Tasked with training team members in entry level marketing, leadership and promotions. Creating and delivering presentations. Worked with the company's clients to help reach their promotions, marketing and sales goals. Including participating in direct marketing strategies, customer communications and product sales.

Key Achievements:

- Creating and managing my own team

### PUBLISHED WRITER & DESIGNER

AIGA Eye on Design | Austin, TX | Jan. 2020 - Mar. 2020

AIGA, the professional association for design; is one of the oldest and largest not-for-profit design organization in the United States. I was responsible for conducting and writing a Q+A article about What I wish I knew before I graduated.

Key Achievements:

- Designed a spread for the publication.

### DESIGN & SOCIAL MEDIA INTERNSHIP

Core Spaces | Austin, TX | Jun. 2018 - Aug. 2018

Developed and curated engaging content for the company. Visually planned, scheduled and measured performance of the same media content across the company's multiple Instagram and Facebook accounts.

Key Achievements:

- Designed new marketing graphics used for apartments (Snapchat Geo filters, posters, stickers).

## STUDY ABROAD

**PRAGUE, CZECH REPUBLIC** | May 2019 - Jun. 2019

Studied advanced photography techniques. In addition to creating and managing a daily blog I was also able to advance my journalistic reporting and writing skills.

**BEIJING, CHINA** | May 2017 - Jun. 2017

Learned the values and techniques of Social Entrepreneurship. Developed a plan to address local environmental concerns. In addition to the service learning aspect; which was volunteering at the Dandelion School where I helped teach the English language to middle school students.