

# Veronica Thompson

A multidisciplinary designer & a creative problem-solver

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## EDUCATION

University of Texas at Austin  
May 2020

### Bachelor of Arts, Design

Minor Visual Media Studies  
& Photography

### Design Lab

Jan 2024 - Mar 2024

## SKILLS

### Design

(UI) User Interface  
(UX) Design Research  
Design Branding & Strategy  
Color Theory  
Web Design  
Illustration  
Photography  
Video Editing

### Software

Illustrator  
Photoshop  
InDesign  
Premiere Pro  
Figma  
Python  
HTML/CSS  
Microsoft Office  
Adobe Acrobat

### Other

Marketing  
Podcasting  
Creative Writing

## OPPORTUNITIES ABROAD

**Prague, Czech Republic** May 2019 - July 2019

Studied various photography techniques. In addition to further developing my journalistic reporting and writing skills by having to create and manage a daily blog.

**Beijing, China** May 2017 - July 2017

Studied Social Entrepreneurship. Developed a plan to address local environmental concerns. The service learning aspect of the program included volunteering at the Dandelion School where I helped teach English language to middle school students.

## EXPERIENCE

### Production Designer/ Apple

July 2022 - Dec 2023

Worked with the Digital Content Management team to produce ads, banners and create the most optimal experience for the company's on-line shoppers.

- Helped train new production designers by creating courses and educational presentations
- Responsible for uploading, localizing and troubleshooting image and video content for the Apple Online Store and Apple Store App, worldwide.
- Interpreted existing brand guidelines to develop cohesive assets

### Graphic & Production Designer/ Epiphany Dermatology

Sept 2020 - July 2022

Worked as the lead designer, creating both digital assets and print materials across multiple locations. In addition to executing multi-channel marketing strategies that increased brand awareness.

- Created the company's first ever marketing catalog and newsletter *The Epiphany Advisor*
- Created original static and animated graphics to be used for print as well as on social media platforms, marketing collateral, and other online platforms
- Responsible for managing a high volume of projects simultaneously and ensuring all deadlines and requirements were met
- Product management and inventory for PR packages

### Published Writer & Designer/ AIGA Eye on Design Magazine

Jan 2020 - Mar 2020

Conducted an interview for a Q+A style article, "What I wish I knew before I graduated." I also was responsible for designing the spread layout for the article in the magazine.

### Freelance Graphic Designer

Dec 2018 - Present

Worked with several start ups on brand design in addition to creating digital assets such as logos, websites and print materials.