

Veronica LeTourneau

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itsveronica.work

Education

College for Creative Studies Bachelors of Fine Arts (BFA)
Detroit, MI

Major: Communication Design (Graphic Design)
Minor: Illustration

Projects

Greater Lansing Food Bank *Freelance*
Sugar Smart Coalition *Freelance Logo Designer*
Life Remodeled Sponsored Project *Team Member*
InsideOut Sponsored Project *Team Member*

Areas of Expertise

- Graphic Design
- Motion Graphics
- Digital Marketing
- Branding & Identity
- Design Direction
- Creative Thinking
- Visual Storytelling
- Digital Illustration
- Interpersonal Communication

Technical Skills

- Photoshop
- Illustrator
- After Effects
- InDesign
- Premiere
- XD
- Figma

Experience

Daily Harvest Graphic Designer
October of 2023-March of 2024

- Collaborated closely with the Creative Director, Senior Print Designer, Copywriter, and other partners to overhaul the brand's digital presence across email, web, and paid social platforms, facilitating a consistent increase in click-through and conversion rates across digital assets.
- Enhanced briefs within the LCM program by infusing personality and fun, challenging brand guidelines, and achieving outstanding results, with click-through and conversion rates surpassing averages.
- Streamlined briefing processes among creative team partners, optimizing information flow and feedback loops.

Poppin Graphic Designer
June of 2022-October of 2023

- Managed and heightened the Poppin brand across diverse marketing initiatives, including web, email, social media, paid media, wholesale channels, and event signage, upholding consistency across all platforms.
- Partnered with event planners in creating engaging invitations and collateral for furniture showcases and showroom parties, maintaining brand consistency, and enhancing brand awareness.

AHOY Junior Designer
June of 2021-April 2022

- Assisted in the creation and finalization of iconographic animations, social media content, invitations, and report layouts for non-profit partners including The Rockefeller Foundation, Multilateral Investment Guarantee Agency, The World Health Organization, and Public Art Fund among others.
- Introduced animation and motion graphics to digital reports, successfully revitalizing static content with dynamic visual elements.