

Veronica LeTourneau

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itsveronica.work

Education

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

Majoring in communication design (graphic design),
minoring in illustration.

Awards & Recognition

Merit Scholarship College for Creative Studies
2017-2021

President's List *Fall: 2017 Winter: 2018, 2019*

Dean's List *Fall: 2018, 2019, 2021 Winter: 2020*

Volunteer

Girl Scouts of America

2008-2017

Worked with various non-profits around the Lansing area with tasks such as food drives, serving food, making blankets, assembling baskets, etc. We actively educated ourselves on issues in the community and what it means to be an entrepreneur.

First Presbyterian Food Bank

June of 2013-August of 2017

Kept track of inventory, stocked shelves, checked people into the front desk, and made people feel welcomed.

Skills

- Photoshop
- Illustrator
- InDesign
- Lightroom
- XD
- After Effects
- Premiere
- DSLR camera
- HTML, CSS, and jQuery coding languages

Experience

Poppin Graphic Designer

June of 2022-Present

Maintained and developed the Poppin brand in all their marketing campaigns and sales materials for web, email, social, paid media, wholesale, and event signage.

AHOY Junior Designer

June of 2021-April of 2022

Aided in the development and completion of iconography, animations, social media posts, invitations and report layouts for non-profit clients such as The Rockefeller Foundation and Multilateral Investment Guarantee Agency.

Life Remodeled Sponsored Project

September of 2020-December of 2020

Me and my three team members created an adaptable branding system for Life Remodeled and its future branches of opportunity hubs in the Detroit area.

Sugar Smart Coalition Freelance Logo Designer

June of 2020-August of 2020

Created a logo and icons for the Sugar Smart Coalition. The icons focused on specific areas of food with hidden sugars such as beverages, hospital food, school lunches, snacks, etc.

Greater Lansing Food Bank Freelance

June of 2020-August of 2020

Created a friendly and uplifting social media ad and Facebook banner to match the Garden Project's virtual garden tour.

Student Success Center Student Tutor

August of 2019-May of 2021

Tutored students in writing assignments and critiqued their work for studio classes. Also gave tips on time management and provided resources for other wellness opportunities.

InsideOut Sponsored Studio

January of 2020-May of 2020

17 students created 20 typefaces, a specimen book, newspaper, website, and motion sprites to celebrate InsideOut's 25th anniversary. I created the typeface Ms. V and worked on the 300+ page specimen book team all completed over Zoom.

GRID Design Intern

May of 2019-July of 2019

Created compelling data visualizations for informational fliers, and UI design.