

# Vera Hansen

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## SUMMARY

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Driven Intermediate Adaptive Designer with over five years of diverse design production experience. Possesses depth in Adobe Creative Suite and strong knowledge of print production techniques, including packaging requirements. Known for providing innovative visual solutions and adapting designs across various formats while meeting tight deadlines. Committed to high standards of work that align with brand guidelines and client expectations. Skillfully collaborates within teams and engages in proactive communication to ensure successful project outcomes. A solid contributor to company culture, advocating creativity and positivity in the workplace.

## EXPERIENCE

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### Intermediate Adaptive Designer

May 2025 - Present

Artisan Design Studio

*New York, NY*

As an Intermediate Adaptive Designer, focused on delivering engaging visuals while collaborating effectively with a dynamic design team. Supported high-impact projects through creative adaptations and production builds, ensuring alignment with brand strategies.

- Created compelling packaging solutions that reinforced brand identity and maximized appeal.
- Executed design adaptations efficiently, adhering to style guides while pushing creative boundaries.
- Developed secondary panel layouts that resonated with target audiences and showcased product highlights.
- Managed concurrent design projects under tight schedules, successfully meeting all deadlines with superior outcomes.
- Facilitated constructive dialogue among team members to refine concepts and drive project advancements.
- Pursued ongoing professional development targeted at enhancing compliance-related skills in design.

### Graphic Designer

June 2021 - April 2025

Creative Concepts Agency

*Los Angeles, CA*

Engaged as a Graphic Designer focusing on crafting impactful marketing materials that aligned visually with client expectations. Collaborated closely with clients and internal stakeholders, producing high-quality designs to drive engagement.

- Designed eye-catching graphics that captured audience interest and elevated client brands.
- Led brainstorming sessions to cultivate creative ideas from diverse perspectives, aligning with client briefs.
- Delivered projects punctually while maintaining strict adherence to quality benchmarks.
- Coordinated with printers to produce top-grade outputs, ensuring accurate color and finish.
- Fostered enduring relationships with clients that promoted communication and collaboration on projects.

### Junior Graphic Designer

January 2019 - May 2021

Design Innovations Inc.

*San Francisco, CA*

Performed as a Junior Graphic Designer involved in promoting visual communications strategies for varied clientele. Assisted in creating diverse promotional content while learning best practices in design execution.

- Supported senior designers in executing creative concepts leading to award-winning projects.
- Researched current trends impacting design fields to remain competitive and relevant.
- Meticulous timeline management linked project deliverables to client expectations promptly.
- Engaged extensively in final artwork verification processes, assuring uniformity of output.
- Contributed insightful feedback during team collaborations, promoting continuous improvement.

## LEADERSHIP & AWARDS

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- Received honorable mention at the 2022 National Design Awards for innovation in packaging design.
- Recognized by peers as 'Innovative Thinker' at Artisan Design Studio for unique design solutions.

## EDUCATION

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### Bachelor of Arts in Graphic Design

2021

University of Illinois GPA: 3.8

*Champaign, IL*

**Coursework:** Design Principles, Typography, Digital Media, Color Theory

## CERTIFICATIONS

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- Adobe Certified Expert (ACE) in Photoshop 📅 2022
- Certified in Graphic Design Principles 📅 2021

## TECHNICAL SKILLS

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- **Design Software:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Sketch
- **Project Management Tools:** Trello, Asana, Microsoft Project
- **Communication Tools:** Slack, Microsoft Teams, Email Marketing
- **Web Technologies:** HTML, CSS, WordPress
- **Print Production Techniques:** Offset Printing, Digital Printing, Screen Printing
- **Brand Strategy:** Identity Development, Brand Guidelines, Market Analysis
- **Quality Assurance Methods:** Proofreading, Testing, Prepress Checks
- **Color Theory Fundamentals:** CMYK, RGB, Pantone Matching System
- **Competitive Analysis:** Market Research, Trend Tracking, Audience Insights
- **Crafting Presentations:** Microsoft PowerPoint, Google Slides, Canva

## SKILLS

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- Adobe Creative Suite
- Team Collaboration
- Client Relations
- Research Skills
- Print Production
- Brand Development
- Creativity
- Interpersonal Skills
- Visual Communication
- Creative Problem-Solving
- Marketing Materials
- Digital Design
- Project Management
- Flexible Scheduling
- Typography
- Storytelling

## PROFESSIONAL AFFILIATIONS

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- Active member of AIGA (American Institute of Graphic Arts), connecting with design professionals and resources.
- Volunteered in local community art initiatives fostering youth creativity and design literacy.

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST