



VERONICA GIBSON / DESIGNER/ BRAND CONSULTANT

# Portfolio

## **VERONICA GIBSON**

Graphic Designer

[www.creatvexception.com/ronithedesigner](http://www.creatvexception.com/ronithedesigner)

Throughout my design career, I have tried to uphold the integrity of my personal creative touches, education, plus satisfying every clients needs while simultaneously persuing a corporate role as Graphic Design Lead.

I have been blessed to have had the opportunity to work with a myriad of clients within different industries while connecting them all with the common thread of impactful, purposeful, visual branding.

Although being front and center during hand-on projects will always be my first love, I have also found that educating my clients and employers with reasoning as to why some decisions are in the companies best interest to their bottom line and sales has also grown to be a close second.

In all my work, I have relished these challenges and used them to fuel my ambition and maintain my own high standards.

## **CERTIFICATIONS**

**Cornell University** Women's Entrepreneurship June, 2021

## **EDUCATION**

2010-2014 Bachelors of Science (Cum Laude), Product Development, Western Michigan University

## **SKILLS**

Over 6 Years of both formal and self-taught design disciplines

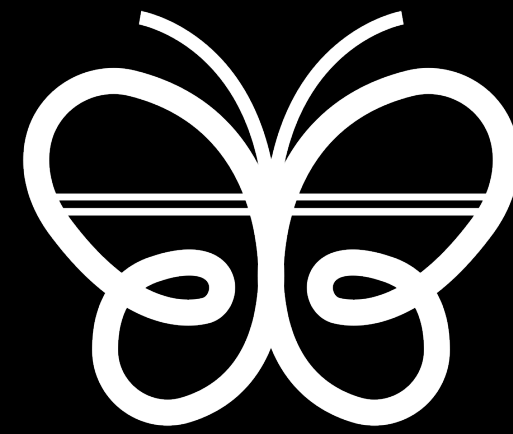
Advanced knowledge the Adobe Suite: Indesign, Photoshop & Illustrator

Advanced knowledge of end-to-end process's with extensive experience in product development.

HTML basic knowledge and understanding of up-to-date practises

Extensive knowledge of both PC and Mac platform

Word, Excel and Email Software



The  
**Golden**  
Plans Corp.

  
Her **Serenity**  
Your YONI'S Superhero

THE  
**brown**  
COLLECTION

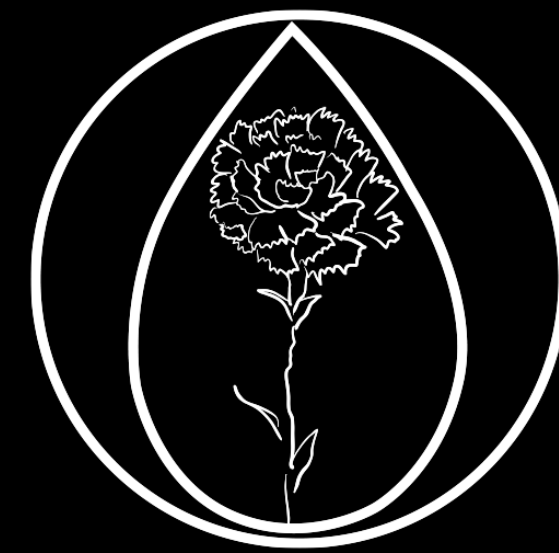
#### LOGOS FROM LEFT TO RIGHT

**The Golden Plans:** Service based coaching company for female entrepreneurs

**Her Serenity:** Homemade feminine health products and subscription service

**The Brown Collection:** Skin care products tailored to women with brown skin

# BRANDING



**LOGOS FROM LEFT TO RIGHT**

**The B Lab:** Research Group at John's Hopkins University

**Dipped In Butter:** Homemade body butters for men and women

**Untamed Lingerie:** Lingerie and novelty gifts

**BRANDING**



**The Brown Collection, Houston, TX**

The client hired me to create a more professional and cohesive look for their products, and assist with minimizing what they offer and developing a plan that spoke to their clients.

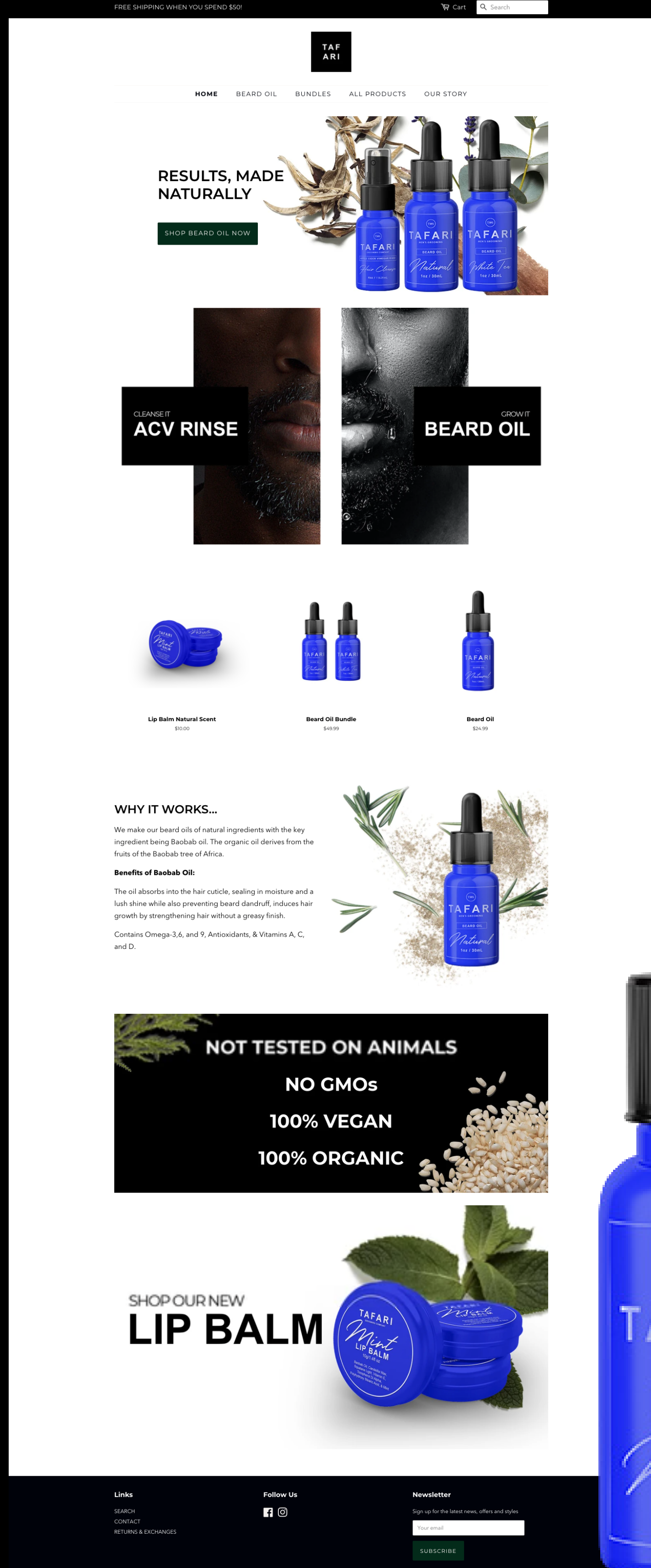
PACKAGING DESIGN +  
PRODUCT DEVELOPMENT



**L'Amour Brand, Detroit, MI**

The client hired me to design their first product, a self-care planner that utilizes practices that the founder, a licensed therapist, used for clients. We then went to packaging and custom assets to establish their branding.

**PACKAGING DESIGN +  
PLANNER DESIGN**



# TAFARI



**Tafari Men's Grooming, Washington D.C.**

The client hired me to design the packaging for their products in addition to the full front and back end development of their online store.

**Click here to view the active website.**

# BRAND, WEB, + PACKAGING DESIGN



**>L**  
KAMILAH LEE

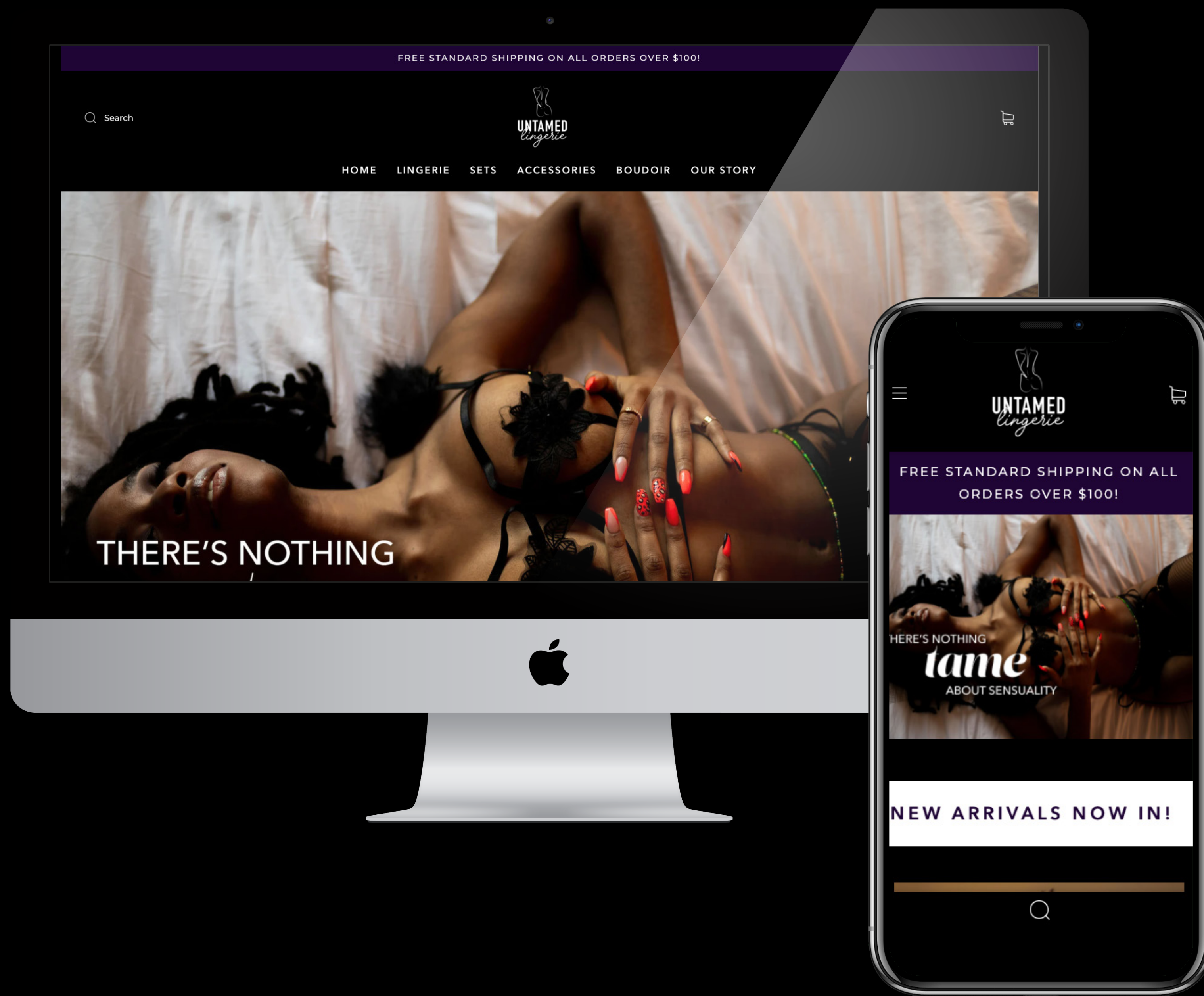
**Kamilah Lee Styling Fort Lauderdale, FL**

The client hired me to give their branding a face lift and design their website so it was easy for clients to shop and book their next salon service. She wanted to focus on the overall customer experience and make their site higher converting and professional.

**[Click here to view the active website.](#)**

**BRAND +  
WEB DESIGN**





#### **Untamed Lingerie, Houston TX**

The client hired me to give their branding a facelift in light of their relaunch and recent partnership with amazing and local boutiques. We created a new overall aesthetic and I creative directed a shoot alongside them to product a new, professional look and feel for their audience.

**[Click here to view the active website.](#)**

**BRAND +  
WEB DESIGN**



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