

Veronica Gibson

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EDUCATION

MFA: Communications Design
Pratt Institute, Brooklyn, NY

2023

Thesis Title: “Designed a Step Behind: Into the Academic Blackscape”

BS: Product Design
Western Michigan University, MI

2014

TEACHING & ADVISING

Sam Houston State University
Visiting Assistant Professor, Graphic Design

Fall 2024-Present

- Instruct principles of Graphic Design while helping student develop personal design styles.
- Educate students on design history while maintaining focus on current design trends
- Teach foundational practices that lead to industry accepted design outputs
- Utilize community involvement to assist students with career development

Sam Houston State University
Adjunct Professor, Typography and Corporate Brand Identity

Spring 2024

- Instruct and develop students' existing experience to make impactful editorial layouts.
- Utilize human centered design concepts to create impactful brand identities.
- Teach foundational grid, hierarchy and software (Adobe suite) to complete projects.
- Challenge and develop students' existing knowledge of color and type to become better designers that push the mold within the industry.

Lone Star College
Adjunct Professor, Web Design I & II

2023- 2024

- Guide students in the art of web design, emphasizing responsive layouts and design tools and principals.
- Establish an engaging learning environment, sharing insights on color theory and grid views.
- Encourage the design of accessible interfaces that are easy and functional for the end user.
- Encourage the use of wire framing, rapid prototyping, and interface design techniques.
- Educate and inspire students in the art of web design, emphasizing design proficiency with Adobe Suite.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Amare Global

September 2023 – April 2024

- Create mockups and packaging for new and existing products.
- Streamline design experience by introducing Design Asset Management systems.
- Proficiently use Figma in collaboration with Dev team to update the website.
- Design new brand identity tools for company programs.

Graphic Designer

Pluralsight

April 2022 – September 2023

- Keep projects on schedule and ensure the team is well-informed of progress.
- Contributed to Pluralsight's visual identity by designing marketing materials tailored to the target audience.
- Proficiently used Adobe Creative Suite to create digital assets, brochures, and presentations. Collaborated closely with creative teams to maintain brand consistency and meet project milestones.
- Created multiple versions of digital ad assets for A | B testing.
- Actively managed project schedules and facilitated effective communication within the team.

Marketing Graphic Designer

Cloud Academy

July 2021 - February 2022

- Produced visually engaging marketing collateral, web banners, and promotional materials in alignment with the company's brand identity.
- Employed Adobe Creative Suite to craft captivating designs, ensuring consistency with Cloud Academy's messaging.
- Briefly used SAP Flori for business-related needs
- Collaborated with cross-functional teams, adhering to project timelines and facilitating effective communication.

CX Branding Agency, LLC

Owner / Head Designer

December 2016-Present

- Curate brand identity and design systems for clients
- Utilize brand story and strategic design techniques to create marketing campaigns that relate to target audience.
- Develop visual identity, typography, color palette, and illustrations if necessary.
- Design high-converting websites to increase sales and brand awareness using agency affiliates, create copy and manage social media platforms to increase digital presence.
- Mockup wireframes for clients in Figma and Illustrator
- Worked with larger companies such as Siemen's, FCCP, and others for smaller projects.

CERTIFICATIONS

UI / UX Design Specialization

California Institute of the Arts on Coursera

2023

UX Design

Google on Coursera

2023

COMMUNITY INVOLVEMENT

AIGA Houston

Community Partnerships Chair

2024-Present

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator) - Figma - Color Theory - Typography - Composition - Motion Graphic Design - AI Tools for Efficiency - Design for Various Ratios and Formats - Fast-Paced Team Collaboration - Effective Time Management - Presentation Skills - Web and Visual Design - Wireframing and Prototyping - Digital Creative Process (User Research, Information Architecture) - Print Process Expertise - Design for Digital and Print Assets - Infographic Creation - Front-End Framework Methodologies-Brand Development