



VERONICA ZHU

GRAPHIC DESIGNER

CONTACT

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A versatile designer with 10+ years of experience in the advertising and publishing industries, working in both print and digital mediums. Looking for a position that would benefit from an exceptional team player with a diverse toolkit, proven client satisfaction and an unwavering work ethic.

EDUCATION

NORTHEASTERN UNIVERSITY

Boston, MA | May 2011
BS in Graphic Design

SKILLS

SOFTWARE



- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Keynote
- PowerPoint
- Word
- Excel

WEB

- HTML
- CSS
- JavaScript

EXPERIENCE

2014
-
2022

Presentation Specialist/Graphic Designer

Hogarth World Wide | New York, NY

- Collaborate with diverse, global teams across the WPP network to design bespoke presentations and print collateral for pitches to notable clients (including Coca-Cola, Intel, Walgreens, etc).
- Act as unofficial art director for presentation team.
- Assist creative teams where needed – filling roles of illustrator, photo retoucher and web/UI designer.

2012
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2018

Design Intern/Freelance Designer

February Media | New York, NY

- Worked with principals, clients and publishers to conceptualize and create book covers.
- Produced social media assets, ads, press releases and other promotional materials for publicity clients.

2011
-
2022

Freelance Graphic Designer

- Worked with clients in various fields on projects spanning print, websites, ads, print, branding and social media.
- Communicated extensively with clients to develop a clear understanding of their needs and vision.
- Effectively translated briefs into cohesive visual designs.
- Managed time efficiently under the pressure of multiple projects.

2009
-
2010

Content Producer

Ruelala.com | Boston, MA

- Processed and placed visual assets for the website via CMS.
- Created, organized and implemented size charts for sales.
- Worked independently and efficiently under time constraints and stressful work loads.
- Worked closely across departments to ensure the timely delivery of content.

THANK YOU FOR READING! REFERANCES AVAILABLE UPON REQUEST!