

VENESSA BAEZ-JONES

Senior graphic designer with nearly a decade of experience, pursuing a career shift from executional design to strategic servant leadership of an in-house design team.

SKILLS

Art direction & graphic design
Public speaking & presentations
Project management & delegation
Conflict resolution & communication
Interpersonal relationship building

Adobe Creative Cloud (*full suite*)
Video pre- and post-production
Audio/video equipment handling
Email marketing & workflow automation
Content marketing & writing

PROFESSIONAL WORK EXPERIENCE

Senior Graphic Designer • UCLA Events & Transportation/AMC - Los Angeles, CA • July 2020 - Present

Contributed design and visual art direction for student recruitment, Bike Month, safety campaigns and other strategic or internal initiatives. Collaborated with Project Manager and Communications Team on TikTok/Reel development and SOPs. Co-lead team social engagement committee. Completed a variety of videography, motion animation, and photography projects. Developed an augmented reality Instagram filter using MetaSpark and Blender 3D to promote safe biking habits and brand awareness.

Graphic Designer • Lime Crime Cosmetics - Woodland Hills, CA • April 2019 - April 2020

Responsible for executing design for integrated marketing, product labels, secondary packaging, and convention print collateral. Managed team of off-shore designers and provided feedback on all work.

Email Marketing Specialist • iHerb eCommerce - Pasadena, CA • November 2018 - April 2019

Developed and executed emails and push campaigns to domestic and international markets using content localization strategy to deliver campaigns in eleven different languages. Customized content using HandleBars.JS. Tracked and presented weekly KPIs during all-team meeting to Senior Vice President.

Web Designer • Suncoast Credit Union - Tampa, FL • April 2014 - November 2018

Designed and developed integrated marketing campaigns. Produced live-action and motion animated videos in line with the brand's content marketing strategy and social media needs. Lead strategic and creative execution behind automated outbound email programs, including the company's first new member and service onboarding series. Instrumental in the launch of the company blog, responsive website redesign, and content management system upgrade, including strategy and QA testing.

EDUCATION & TRAINING

Southern New Hampshire University
BA Graphic Design & Media Arts - Fall 2023

Hillsborough Community College
AS Digital Media - 2018
AS Web Design - 2018

UCLA Extension
Art Director Bootcamp - 2022

ADDITIONAL EXPERIENCE

AIGA Los Angeles, 501(c)(3)
Vice President of Operations - June 2021 - June 2023
Social Media Director - June 2019 - June 2021

AIGA Tampa Bay 501(c)(3)
President - August 2016-August 2018

Skillshare.com
Top Teacher - 2019-2020