

VERONICA casce

LET'S CONNECT

Graphic Design Portfolio
veronicacasce.com

Contact

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EDUCATION

BFA in Graphic Design
Minor in Spanish
University of Florida • 2023

SOFTWARE & SKILLS

Adobe Creative Cloud

- Illustrator
- Photoshop
- InDesign
- XD
- Light Room

WordPress & Cornerstone

XIBO Digital Displays

Microsoft Teams & Office

Google Workspace

Trello & Monday.com

Canva

LANGUAGES

English • Native

Spanish • Proficient

ACHIEVEMENTS

Featured Work at Ligature 31 & 32 Juried Exhibitions

University of Florida • 2022 - 2023

- Host: Vox Graphis, UF student graphic design organization
- *Jurors:* Elizabeth Goodspeed, Kaitlyn Irvine, Zipeng Zhu, Brian Johnson, Randa Hadi

UF NEXT Conference Presenter

University of Florida • 2023

- Host: Division of Student Life at University of Florida
- *Topic:* Lifelong Wellbeing for UF Professional Staff

INTERESTS

UX/UI, Motion Design, 3D, Pop Culture, Cooking, Salsa Dancing

EXPERIENCE

GatorWell Health Promotion Services • Marketing Coordinator

Gainesville, FL • May 2023 - Present

- Researched trends within the target population (UF students), popular culture & current events to inform design, marketing & communication strategies
- Supported event planning, programming & campaigns rooted in public health & health promotion theory; implemented social marketing strategies
- Amplified messaging of UF Division of Student Life (DSL) and various partners within the UF community to increase reach & engagement; proactively sought support in amplifying our own communication to audiences of 30k+ followers
- Designed & implemented collateral for various channels, including web, social media & print while ensuring GatorWell's alignment with the defined branding, values, goals, mission & vision of the Division of Student Life
- Onboarded, managed & supervised a dynamic team of student marketing staff, overseeing day-to-day operations, coordinating schedules & various projects, & providing mentorship to drive successful campaigns
- Led presentations of creative work & opportunities to core team & stakeholders
- Guided the growth of our social media with over 4k followers by managing our marketing calendar, creating scheduled posts, engaging with our followers & campus partners, & analyzing key performance indicators (KPIs)
- Followed ADA compliance standards involving color contrast, alt text & closed captions to increase accessibility of user experience, messaging & campaigns
- Served as liaison & built relationships between GatorWell and stakeholders, campus/community partners, & external print/production services & vendors
- Optimized user experience on digital platforms using UX/UI software; ensuring decisions were informed by data, analytics, and KPIs
- Worked closely with administrative specialist & directors to properly document budget & payment processes for marketing (expense codes, justifications)
- Supported hiring committees of both professional & student staff

GatorWell Health Promotion Services • Marketing & Graphic Design Assistant

Gainesville, FL • September 2021 - April 2023

- Collaborated with UF health promotion specialists to market 16 biweekly health communications messages about topics like stress management, healthy sleep habits, sexual health, time management & alcohol safety
- Created & implemented brand identity for first annual Gators Bounce Back resilience-focused event which reached over 5k students
- Supported social media initiatives, actively participating in content creation
- Prepared marketing materials for various communication channels like web, social media & print (both in-house print & external service print)
- Oversaw creative projects from concept & ideation to print & production

UF Mint Design Studio • Graphic Designer

Gainesville, FL • January 2022 - April 2022

- Collaborated on brand identity & assets for UF Student Success, a support organization for students, while maintaining UF's official campus-wide branding
- Developed, proposed & amended a Standard Form of Agreement for Design Services following American Institute of Graphic Arts (AIGA) guidelines
- Communicated concept, process & final designs to over 100 division directors & partners within the Student Success program

Paramount Aviation Services • Graphic Designer

Miami, FL • Remote • April 2021 - August 2021

- Designed large-scale truss display for Paramount's first appearance at the World Aviation Training Summit (WATS), attended by 2k+ flight training professionals
- Presented & collaborated in meetings with company President, VP & CEO
- Managed all print communication with external print company, XYZ Displays
- Marketed the company's strengths with promotional assets like info cards & emailers which were used both at WATS & at the main office in Miami, FL