

VERÓNICA REDONDO GÓMEZ

Brand and Environmental Graphic Designer

787-429-6323

25redondo@gmail.com

www.veronicaredondo.com

EXPERIENCE

Freelance | Senior Graphic Designer *July 2014 - Present*

- Work with a variety of small business clients for logo design, branding, marketing strategy and website design.

Head of Experiential Design | High Impact Puerto Rico *Apr. 2019 - Sept. 2022*

- Led design development, collaborating directly with the company CEO and Creative Director for event experience layouts and designs.
- Prepared all presentation decks and graphics for project proposals and pitches; as well as participated in presentations to clients.
- Managed and designed all graphic design artwork for the creative department from branding applications to original key art.
- Designed a total of 35 permanent brand presence installations in selected restaurants and bars; which included wall wraps, painted murals, custom furniture and illuminated signage.
- Designed trade show booths, photo ops, mobile bars, banners and lighting for brand activations; from large scale 3k-5k person events to small scale happy hours at local bars and restaurants.
- Supervised the construction team in event setups, managing the production book execution and decoration detailing.
- Managed vendor and fabricator relationships to review shop drawings, samples and final installation.
- Clients: Corona Extra, Cerveza Modelo, Jose Cuervo, Disaronno, Moët, Hennessy, 1800 Tequila, Woodford Reserve, Beefeater, Grand Marnier and Finlandia Vodka.

Jr. Art Director and Graphic Designer | BBDO Puerto Rico *July 2017 - April 2019*

- Collaborated with Associate Creative Director and Creative Director on developing creative concepts, graphic designs and audio-visual elements for unique and innovative marketing strategies across multiple media channels, such as Print, OOH, POP, Digital and Social.
- Prepared in-house branded presentation deck template designs for campaign pitches; as well as participated in presentations to clients.
- Coached junior graphic designers, from following brand guidelines and photo retouching techniques for social media and POP artwork.
- Designed the office environmental graphics for the MARS offices in Panama City, Panama and traveled there for installation supervision.
- Executed graphic adaptations for ads and campaigns; including: social media graphics, short animated videos, HTML emails, websites, banner ads.
- Clients: MARS, M&M's, Snickers, Dove Chocolate, Extra Gum, Twix, Hyundai, Bacardi, Dewar's, Grey Goose, Doritos, Tostitos, Lays, Visa - Dining and Pedigree.

Interior Designer Assistant - Freelance | NINE by Janelle Thon *July 2014 - Present*

- Produced project 3D renderings in Sketchup and floor plans with AutoCAD; then refined floor plans by applying materials and colors.
- Designed portfolio website and booklet for Interior Designer Janelle Thon.
- Collaborated in design detailing with Interior Designer.
- Streamlined and executed rapid delivery and precision of project presentations.

Home Stylist and Sales Associate | West Elm *Dec. 2012 - May 2015*

- Utilized design expertise to assist clients in one-on-one consultations in the store and in-home regarding the design of their living spaces to drive store sales.
- Certified home stylist: In Home Stylist Design Program (Summer 2014).
- Created and presented 60+ design plans based on client's needs, style, preferences and living space.
- Performed 4-5 weekly in-home consultations, including the ability to accurately measure and assess the client's living space.

PROFILE

Currently living in Boston, MA; I am looking to combine my talents as a graphic designer with space design to create a unique branded experience for users.

I am a multi-disciplinary designer with a background in Architecture and a career focused on experiential design in all scales.

I have been captivated with spaces and how they are transformed into custom-made environments through the application of branded elements.

EDUCATION

Atlantic University College

Masters in Digital Graphic Design

2016 | Guaynabo, Puerto Rico

Universidad de Puerto Rico,

Recinto Rio Piedras -
Escuela de Arquitectura

Masters in Architecture

2014 | San Juan, Puerto Rico

ELISAVA – Escola Superior de Disseny

Architecture Summer Abroad

Summer 2011 | Barcelona, Spain

The Catholic University of America – School of Architecture and Planning

Bachelor of Science in Architecture

2010 | Washington, DC

SKILLS

Proficient drawing in scale and familiarity with architectural construction documents, elevations, plans, and shop drawings.

Attention to detail with the ability to see the long term project scope.

Highly organized and understands the importance of consistent file management.

Fluent in both English and Spanish.

TOOLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

AutoCAD

Sketchup Pro

Google Workspace

Microsoft Office

iWork

Basecamp