Veronica Ewing
VISUAL | WEB | UX | CREATIVE DIRECTION

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My passion lies in solving business challenges with effective design. My goal is to align business goals with user needs through design thinking and human-centered design. I am action oriented, and excel at establishing relationships across an organization for effective collaboration.

I am a "Swiss Army Knife" of design; used to wearing many hats, trying new things, and leading projects from conception through to execution, using data to inform key decision points throughout the process.

CREATIVE SKILLS

Brand Implementation & Management

Art & Creative Direction

Print & Digital Content Layout

Iconography & Illustration

Motion Graphics

Storyboarding

Design Systems

User-Centered Web Design

Designing User Interfaces

UX SKILLS

Persona Research

Developing User Flows

Wireframing & Mockups

Rapid Prototyping

Qualitative & Quantitative User Testing

SOFTWARE SKILLS

Adobe Creative Suite

Sketch

Invision

Figma

Ceros

CSS & HTML

Marketo

EDUCATION

The Art Institute of Colorado
Bachelor of Arts in Graphic Design
Summer 2013

RELEVANT EXPERIENCE AND KEY ACCOMPLISHMENTS

NWEA

GRAPHIC DESIGN STRATEGIST | PROFESSIONAL LEARNING DECEMBER 2019 - PRESENT

» Developed a universal InDesign template to be used for Professional Learning workshop materials. This included establishing a grid system & vertical rhythm for type hierarchies and laying the groundwork for accessibility to be built into the workflow of production work, resulting in faster development times and a more consistent visual experience for users.

» Conducted user research on the organization's Professional Learning workshops and identified user pain points across physical and virtual implementations which resulted in two reports with a prioritized list of recommendations for short-term and long-term solutions.

» Helped conduct a qualitative and quantitative study of virtual teaching and workshop facilitation during the COVID-19 pandemic and provided analysis to inform the creation of two white papers on the topic.

» Provided storyboarding and graphic development for the redesign of an eLearning on key MAP Growth reports.

Ruby Receptionists

SENIOR GRAPHIC DESIGNER MAY 2019 - SEPTEMBER 2019

» Served as an active participant in Ruby's 2019 rebrand, which included inventorying and implementing the new brand standards throughout Ruby's internal/external content, as well as providing art direction to internal and external design teams working on the project.

» Led the trial pilot of the experience design platform CEROS, successfully completing five interactive projects during the 45 day pilot period.

» Was responsible for creating beautiful, digital-first designs, consistently and effectively implanting Ruby's brand across a range of marketing materials and digital touch points.

» Provided art direction and guidance to external freelance designers to help maintaining brand consistency and visual alignment.

Jama Software

VISUAL DESIGNER (VARIOUS JOB TITLES) OCTOBER 2013 - MAY 2019

» Lead and owned design projects—both print and digital—from conceptualization to implementation, leveraging internal and external resources within the company.

» Maintained and organized archives of creative assets, tools, design best practices and source files in a way that promoted collaborative resource sharing.

» Collaborated cross departmentally to develop training videos that explained key features of the product. Role included storyboarding, developing graphics, and video editing.

» Led the design portion of rolling of several internal and external tools leveraged by the organization including Marketo, Jive, Wordpress and an internal style guide.

» Redesigned and refocused the company website around defined target personas, leading to a 23% decrease in bounce rate year over year and a 33% increase in conversions on trials of our software. This included major UX overhauls of both the blog and the resource library.

» Led the evolution of and ensured the consistency and integrity behind company's visual brand and brand guidelines and played a key role in developing and implementing the company's rebrand in early 2019.

» Developed a pattern library for the company website, which aided in speeding up development time and increased usability of the site.