



**VERONICA HUFANA**  
GRAPHICS • FASHION • ART • DESIGN

## PROFILE

Graphic Designer by trade, Freelance Creative by choice. Intense love and appreciation of all things design, fashion, art, and film. Head and heart of a seasoned wordsmith. Ever in pursuit of opportunities to build upon or enhance my artistic, technological, social media, sales and marketing skills and knowledge base. Highly trainable and eager to learn.

## SKILL SET

- **Hard:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Acrobat, MS Office, basic WordPress; able to work on both MAC and PC platforms.
- **Soft:** Organized, creative, resourceful, open-minded, personable.

June 2015 - Present

## EXPERIENCE I. FASHION

### ADRIAN HOLMES PHOTOGRAPHY, Toronto ON - Wardrobe Stylist

- Provide clothing and accessories for various thematic photography shoots.
- Ensure pick up, drop off, and general care of pulled items.

**Notable projects:** "An Experiment with Textures" featuring designs by Breeyn McCarney and Du Larée by Andy Jones and accessories by This Ilk Jewelry.

October 2012 - August 2016

### DU LARÉE BY ANDY JONES, Toronto ON - Style Team Member (Contract)

- Designer Assistant on all photoshoots since September 2014.
- Designer Assistant on all |FAT| runway shows since April 2014.
- On-site Sample Model for one-of-a-kind piece from the Designer's WERK 2013 line, featured at the LAUNCH TORONTO store opening party.
- Assistant Wardrobe Stylist at Spring/Summer 2013 runway show.

**Notable projects:** Designer Assistant credit in the designer's photo spread featured in the October 2015 issue of Imirage Magazine.

September 2013 - October 2015

### FASHIONSTYLEBLOG.COM, Toronto ON - Fashion Blogger

- Provide relevant content and photography for bi-weekly blog posts by attending fashion, arts and lifestyle events happening in the GTA, and uploading posts using WordPress.

**Notable projects:** An interview with Canadian Menswear Designer, Christopher Bates, and two of the site's top posts of 2014 (placing 6th and 7th).

**Links:** <http://fashionstyleblog.com/author/veronica>  
<http://fashionstyleblog.com/best-fashion-posts-2014>

February 2014 - April 2015

### FASHION ARTS TORONTO | FAT |, Toronto ON - PR Volunteer

- Team member involved with event promotion, generating media and sponsorship lists, photography for the various |FAT| social media outlets, daily event set-up and tear down.
- Provide backstage support for media coverage, facilitating designer interviews.

**Notable project:** A blog post promoting the |FAT| alternative fashion spirit. (Featured online until the following season. Original text can be provided upon request.)

September 2014 - March 2015

### SHEBLOGS MEDIA CANADA, Toronto ON - Graphic Designer

- Work with Project Managers and PR personnel as graphic design, branding, and WordPress support for in-house projects and client online campaigns, adhering to brand guidelines.
- Collaborate with PR personnel to collect and write fashion and beauty content.





June 2014

EXPERIENCE I. FASHION, *continued*

**TINA PICARD PHOTOGRAPHY, Toronto ON - Photographer, Behind the Scenes**

- Provide behind the scenes photography throughout the duration of the 1-day shoot, along with hands-on assistance with other team members as needed.

**Notable project:** An array of shots featured on the Photographer's blog. (Featured online for a limited time only. Photos can be provided upon request.)

May 2014

**RYAN ALEXANDER, Toronto ON - Photographer, Behind the Scenes**

- Provide behind the scenes photography throughout the duration of the 1-day shoot, along with hands-on assistance with wardrobe and styling as needed.

July 2006 - October 2013

**HONEY MATTHEWS DESIGNS, Toronto ON - Graphic Designer (Contract)**

- Provide all graphic design support for the company's corporate identity, including all supplementary materials and brand maintenance.
- Assist in photo retouching and editing for use in print materials and for web.

**Notable projects:** Original logo and wordmark, business cards, hang tags and garment labels, look book and press kit for use in a promotional pitch to Bloomingdale's New York.

February - May 2013

**SNEHA VARMA VENTURES, Toronto ON - Blogger and Social Media Promotion**

- Style Blogger for Winter/Spring 2013 season.
- Company Representative at Spring 2013 Pop-Up Shop.
- Promote product and blog posts via Facebook and Twitter.

EXPERIENCE II. RELEVANT EMPLOYMENT

August 2015 - April 2016

**SRC MEDIA, Toronto ON - Director of Social Media (Part time)**

- Develop the company's social media strategy and generate content to support that strategy.
- Attend special events and trade shows with team members in order to network and promote the company and provide photography for social media.
- Update content campaigns and calendars for all social media platforms.
- Monitor and report on results using analytics to drive ongoing improvements.
- Provide graphic design support as needed.

December 2008 - December 2013

**DOREL DISTRIBUTION CANADA, Mississauga ON - Graphic Designer**

- Work with Project Managers in the Home and Office and Juvenile departments as graphic design and photography support for all major external and internal print materials including showroom presentations, packaging and POP for products in stores such as Walmart, Home Depot and Sears.
- Liaise with photo studios in China and the US providing photographic direction for product room scenes, ensuring quality and timely delivery of photos, and final retouching.

**Notable projects:** Packaging for the George Java furniture collection and the annual Dorel Trend Boards for company presentations.

EDUCATION

**York University, Toronto ON**

Joint program with Sheridan Institute of Technology, Oakville ON  
Honours Bachelor Degree in Graphic Design, 2004