



VERONICA HUFANA
GRAPHIC DESIGNER • CREATIVE ARTIST

PROFILE

Graphic Designer/Creative Strategist with a varied and growing skill set. Intense love and appreciation of all things design, fashion, art, and film. Head and heart of a seasoned wordsmith. Currently a budding social media expert using all my skills, resources and cultural trends to continuously explore social media's scope and reach. Ever inspired by, receptive to, and in pursuit of innovation.

SKILLS

- Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Acrobat, MS Office, basic WordPress.
- Able to work on both MAC and PC platforms.

January 2016 - September 2016

EXPERIENCE I. EMPLOYMENT

CITY OF VAUGHAN, Vaughan ON - Graphic Designer

- Report to the Marketing Co-ordinator and Senior Graphic Designer in the creation, development, production and distribution of print and digital marketing materials for use internally and externally throughout each of the 11 Vaughan recreation centres.
- Ensure conformity and consistency with departmental and branding standards.
- Co-ordinate with the Office Administrators at each of the Vaughan recreation centres to implement and update program and activity schedules, holiday/special hours signage, and seasonal activity schedules. Prepare and file completed/approved schedules and submit to the Marketing Services Supervisor for online upload.
- Submit specifications to vendors for print and product price/bid quotes, liaising with Marketing Co-ordinator and departmental staff to evaluate submissions.

Notable projects: Fitness membership brochures for Vaughan Chamber of Commerce and for City of Vaughan employees; magazine ads for Vaughan Concert Series.

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.

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>

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.

Notable projects: All current print and web collateral for sister company *crowdsocial*, design of sheblogscanada.com major channel headers, and look of the Fashion and Beauty section.





June 2012 - December 2014

EXPERIENCE I. EMPLOYMENT, continued

BATTLECAKE INC, Mississauga ON - Co-Founder, Graphic Designer

- Work with UX/UI developer as graphic design and branding support for client-based projects.
- Notable projects:** The logo designs for Sitata Travel Health and Safety and LOMP mobile app.

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.

October 2005 - November 2008

SIGN PRODUCTION, Mississauga ON - Graphic Designer

- Create vector renderings of signage and graphics for use in AutoCAD, screen printing and digital printing, and other graphic support as needed.

Notable projects: The revamping of the company's logo and creation of supplementary corporate materials including stationary and website (graphics and images only).

EXPERIENCE II. FREELANCE

June 2015 - Present

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.

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.)

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 project: 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.

EDUCATION

York University, Toronto ON

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