

VERONICA casce

LET'S CONNECT

Graphic Design Portfolio
veronicacasce.com

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EDUCATION

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

SOFTWARE & SKILLS

Mac OS
Adobe Creative Cloud

- Illustrator
- Photoshop
- InDesign
- XD
- LightRoom

Figma
WordPress & Cornerstone
Wix & Wix Studio (Editor X)
Microsoft Teams & Office
Google Workspace & Analytics
Trello & Monday.com
Canva

LANGUAGES

English • Native
Spanish • Proficient

ACHIEVEMENTS

ACHA - American College Health Association Conference Speaker
Co-Presentation • May 2024

- Topic: Building Momentum Across Generations: Leveraging the Power of Generation Z

UF NEXT Conference Presenter

University of Florida • 2023

- Host: Division of Student Life
- Topic: Lifelong Wellbeing for UF Professional Staff

Featured Work at Ligature 31 & 32 Juried Exhibitions

University of Florida • 2022 & 2023

- Host: UF Vox Graphis
- Jurors: Elizabeth Goodspeed, Kaitlyn Irvine, Zipeng Zhu, Brian Johnson, Randa Hadi

EXPERIENCE

UF Housing & Residence Life • Marketing and Communications Specialist II

Gainesville, FL • April 2024 - Present

- Researched, developed, and executed marketing campaigns for large-scale projects such as move-in, re-contracting, and resident assistant recruitment.
- Led end-to-end design projects for various digital and print materials, ensuring alignment with UF brand guidelines and strategic objectives.
- Coordinated photo shoots and 360 virtual tours for over 100 spaces on campus, collaborating with cross-functional teams from marketing to finance.
- Partnered with the UF central marketing team to create social content for accounts @ufloida, @ufstudentlife, and @ufhousing, engaging an audience of over 320k.
- Analyzed KPIs to evaluate campaign performance and made adjustments informed by data for improved future results.
- Optimized user experience on digital platforms using UX/UI prototyping and design software, ensuring decisions were informed by data, analytics, and KPIs.
- Ensured ADA-compliant design and accessibility through color contrast, alt text, and closed captions.

UF GatorWell Health Promotion Services • Marketing Coordinator

Gainesville, FL • May 2023 - April 2024

- Researched trends among UF students, popular culture, and current events to shape design, marketing, and communication strategies.
- Amplified messaging for the Division of Student Life partners to reach an audience of 30k+ social media followers.
- Designed and implemented web, social media, and print materials that aligned with GatorWell's branding and Division of Student Life goals.
- Onboarded and supervised student marketing staff, overseeing daily operations, schedules, and project coordination to drive campaign success.
- Managed content calendars, engaged followers, and analyzed KPIs.
- Ensured ADA-compliant design and accessibility through color contrast, alt text, and closed captions.
- Built relationships with stakeholders, campus partners, and vendors.
- Enhanced digital user experience through UX/UI data-driven decisions.

UF GatorWell Health Promotion Services • Graphic Design Assistant

Gainesville, FL • September 2021 - April 2023

- Collaborated with UF health promotion specialists to design 16 unique biweekly health communication materials focused on sustainable behavior change.
- Developed the brand identity for the first annual Gators Bounce Back event which engaged over 5k students.
- Supported social media initiatives and contributed to content creation.
- Prepared marketing materials for various channels, overseeing projects through all stages from concept to production.

UF Mint Design Studio • Graphic Designer

Gainesville, FL • January 2022 - April 2022

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

Paramount Aviation Services • Graphic Designer

Miami, FL • Remote • April 2021 - August 2021

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