

Vanessa Tanyag.

GRAPHIC DESIGNER & CALLIGRAPHER

EXPERIENCE

AMBER JUSTINE EVENTS // DAY-OF COORDINATOR VIRGINIA BEACH, VA / JAN. 2023 – DEC. 2023

- Supported the lead planner in executing weddings and events by providing assistance and ensuring smooth operations throughout the event day.
- Facilitated effective communication with all vendors involved, ensuring adherence to the event timeline and a seamless coordination of event activities.
- Managed guest interactions and inquiries during events, ensuring a positive and memorable experience for all attendees.
- Executed basic decoration set-up and break-down tasks.

SWIG LIFE // ECOMMERCE DESIGNER RICHMOND, VA / JAN. 2022 – JUL. 2022

- Designed digital marketing collaterals for Shopify, Amazon, Klaviyo, and Attentive, encompassing headers, banners, animations, and PDP graphics.
- Managed and curated content across company social media platforms, ensuring consistency, accuracy, and brand integrity while producing web-optimized graphics that enhance audience interaction and increase online presence with cross-platform integration.
- Lead designer and marketing strategist for the company's Amazon storefront and PDP wireframes, delivering innovative graphics to enhance product presentation and user experience on both desktop and mobile devices.
- Served as the lead designer and main POC for the Swig Swag team; directed in the creation of digital mockup proofs for etching and printing.

SWIG LIFE // GRAPHIC DESIGNER RICHMOND, VA / OCT. 2020 – DEC. 2021

- Designed digital marketing collaterals for Shopify, Amazon, Klaviyo, and Attentive, encompassing marketing emails, SMS graphics, and social media.
- Managed and curated content across company social media platforms, ensuring consistency, accuracy, and brand integrity while producing web-optimized graphics that enhance audience interaction and increase online presence with cross-platform integration.
- Collaborated with the marketing team to integrate Attentive, an SMS platform, and took part in paving the way for SMS designing for the company.
- Served as the lead designer and main POC for the Swig Swag team; directed in the creation of digital mockup proofs for etching and printing.
- Applied photo editing and retouching techniques to enhance lifestyle and product images for use in marketing campaigns, social media platforms, and the company's retail/wholesale websites.
- Collaborated closely with the visual/video content creator to support the preparation of lifestyle and product photo shoots, contributing to the conceptualization and curation of mood boards for each product collection.

EDUCATION

OLD DOMINION UNIVERSITY NORFOLK, VA / 2015 – 2020

B.F.A. Graphic Design
Minor in Marketing

SOFTWARE

Adobe Creative Cloud
MacOS & Windows
Microsoft Office
Google Workspace
Project Management Apps
Procreate
Figma
Canva
Squarespace

CREATIVE SKILLS

Brand Identity
Ecommerce Design
Marketing Design
Social Media Design
Print Design
UI/UX
Animation
Basic HTML/HTML5
Photography
Photo Editing & Retouching
Calligraphy

PERSONAL SKILLS

Attention to Detail
Time Management
Project Management
Teamwork & Collaboration
Oral & Written Communication
Willingness to Learn
Customer Service Relations
Customer Service Management

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GRAPHIC DESIGNER & CALLIGRAPHER

EXPERIENCE

VB PARKS & RECREATION // FREELANCE GRAPHIC DESIGNER

VIRGINIA BEACH, VA / NOV. 2019 – JUN. 2020

- Contracted as the lead designer for the Youth Opportunities Program, focusing on fostering financial literacy among interns while providing valuable opportunities for employment and internships across Virginia Beach.
- Designed comprehensive informational handbooks, print/digital newsletters, advertising, posters, and marketing collaterals tailored to engage and educate young teens and young adults participating in the YOSP.
- Applied expertise in print production to ensure proper layout and dimensions of handbooks and marketing collateral, ensuring a polished and professional final product.

OLD DOMINION UNIVERSITY // PRODUCTION ROOM ASSISTANT

NORFOLK, VA / AUG. 2019 – MAY 2020

- Maintained and stocked the graphic design production room supplies for student usage.
- Provided technical support and troubleshooting for printers and other equipment.
- Demonstrated proficiency in using production room equipment including large format printers, laminators, guillotine cutters, and binding machines.
- Assisted and educated students in utilizing design equipment effectively to ensure it is used properly and their needs are properly met for successful print design projects.

VB PARKS & RECREATION // CONTRACT GRAPHIC DESIGNER

VIRGINIA BEACH, VA / NOV. 2019 – JUN. 2020

- Designed a wide range of marketing collateral, both digital and printed, including social media graphics, TV graphics, website banners, advertisements, brochures, and event posters.
- Utilized background in marketing to strategically design campaigns and advertisements for certain target markets to gain foot traffic/impressions into events, online click rates, and social media coverage.
- Managed and curated content across company social media platforms, ensuring consistency, accuracy, and brand integrity while producing web-optimized graphics that enhance audience interaction and increase online presence with cross-platform integration.

GLENN FAJOTA PHOTOGRAPHY //

GRAPHIC DESIGNER & ASSISTANT PHOTOGRAPHER INTERN

VIRGINIA BEACH, VA / NOV. 2018 – JUN. 2019

- Designed a wide range of marketing collateral, both digital and printed, such as website graphics, social media graphics, and brochures, tailored to resonate with the target market and audience of GFP and the Make Up School By Sarah Rillon.
- Actively participated in equipment setup and breakdown, and assisting during photoshoots to ensure the execution of a comprehensive shot list.