



# VERONICA STAR KERR

## Full Spectrum Creative Solutions

Cultivating the relationship between  
utility & design to develop solutions  
that drive successful outcomes

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YPSILANTI, MI

### PROFESSIONAL EXPERIENCE

SEPT '19 - / **Marketing Specialist**  
CURRENT / Wimsatt Building Materials – Wayne, MI

- Designing email campaigns, landing pages, sales newsletter, social media content, and blog content in HubSpot for differentiated customer segments
- Updated brand identity across all media including new WordPress website
- Provided identity for annual trade show, including brand, collateral, displays, venue relations, setup, logistics, and photography
- Developed and presented marketing seminars to customer base
- Created corporate social responsibility brand and blog
- Planning virtual trade show including user flowcharts and personas
- Updating website product catalog, homepage content, and BigCommerce

OCT '11 - / **Senior Graphic Designer & Project Manager**  
SEPT '17 / Integrated Marketing Solutions / C3 Ventures – Flint, MI

- Designed custom websites including wireframing, interactive mockups, content organization, and developed information structures
- Created and presented design solutions in branding, web, print, and video
- Created competitive research reports and proposals including tactic recommendations, deliverables, cost estimates, and production timing
- Provided tasks, creative direction, and critique to developers & designers
- Client liaison, on-going client support and quality assurance
- Created post-launch reviews including measurables, ROI, next actions
- Developed project workflow, tracked and progressed project stages
- Managed domain, website hosting, email, and corporate social media pages
- Orchestrated printed goods and trade show logistics

DEC '10 - / **Contract Graphic Designer**  
SEPT '17 / Southeastern Michigan

- Created brand identities for small businesses and political campaigns
- Designed & developed WordPress websites, including wireframes and mockups
- Designed and orchestrated production for various promotional collateral
- Managed public figure and corporate social media pages, email, and domains

AUG '10 - / **Print Service Associate**  
JAN '11 / Staples – Allen Park, MI

- Customer-facing print and promotional good production

DEC '06 - / **Junior Designer, Label Sales**  
SEPT '08 / Centurion Medical Products (Medline Industries) – Howell, MI

- Created custom label catalogs and label designs for offset printing

JUN '05 - / **Junior Designer, Art Department**  
AUG '06 / Centurion Medical Products (Medline Industries) – Howell, MI

- Designed product literature for internal sales force, including photography and retouching

### EDUCATION

**Bachelor of Fine Arts: Graphic Design**  
College for Creative Studies, 2010

**K-12 LQ Visual Arts Certification**  
College for Creative Studies, 2018  
Certification Expires January 2<sup>nd</sup> 2024

### SOFTWARE & TECHNICAL SKILLS

- Adobe Creative Cloud / Creative Suite: Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Dreamweaver
- WordPress Design & Install
- HTML & CSS
- InVision Mockups & Balsamiq Wireframes
- HubSpot: Marketing Hub
- Constant Contact & Mail Chimp
- GSuite for Business Administration
- Google Analytics
- Plesk & WHM Hosting Administration
- Domain & DNS Management
- SEO, SEM, SSM
- Microsoft Word, Excel, PowerPoint
- Windows & Mac Savvy
- Large Format Printer Maintenance

### OTHER SKILLS

- Research & Reporting
- Presentation Development
- Quoting & Proposals
- Brainstorming & Critique Facilitation
- Video Capture & Editing
- Photography
- Photo Retouching & Manipulation
- Illustration
- Mat Cutting & Framing

## CONSULTING

SEPT '17 - / **VStar Design Group, LLC**  
CURRENT / Ypsilanti, MI

- Providing design solutions in print and web from ideation to delivery
- Consulting clients on marketing tactics and execution
- Designing, developing, and maintaining customized WordPress websites
- Administering domains, web hosting, and email

## TEACHING EXPERIENCE

JAN '19 - / **Art & Design Educator (Rating 2019: Effective)**  
AUG '19 / Arbor Preparatory High School – Ypsilanti, MI

- Provided Art & Design Education to diverse students of grades 9-12
- Created coursework for Foundations, 2D, 3D, AP Portfolio, and Digital Media
- Brought organization to learning environment, inventory, and supplies
- Set studio standards for students and staff to follow to maintain order
- Revised internal art & design standards based on NAEA standards
- Accommodated diverse student body including cognitive differences
- Maintained digital archive of student work

JUN '18 - / **Art Director & Counselor**  
AUG '18 / Sherman Lake YMCA Overnight Camp – Augusta, MI

- Managed learning environment, supplies, and inventory, with youth ages 7-15
- Aided in curriculum development, directing art activities for overnight camp
- Oversaw cabins, provided counseling, and youth character development
- On-going support for new incoming staff to manage the Arts Center

## STUDENT TEACHING

FALL 2018 / **Skyline High School, Ann Arbor, MI**  
Grades 9<sup>th</sup>-12<sup>th</sup> with Meredith Giltner

FALL 2018 / **Forsythe Middle School, Ann Arbor, MI**  
Grades 6<sup>th</sup>-8<sup>th</sup> with Susan Bartman

## NOTES:



Check out  
[vstardg.com](http://vstardg.com)

Updated October 2020

## ADDITIONAL TRAINING

### Effective Communications & Human Relations

June 2017, Dale Carnegie of  
Mid-Michigan, Lic D-2507

### First Aid / CPR / AED, Pediatric & Adult

May 2020, American Red Cross, ID 11D6R8

## VOLUNTEER EXPERIENCE

### All Hands Active – Ann Arbor, MI

May 2018 – Soldering Demonstrator

July 2019 – Marketing Assistance

### Sherman Lake YMCA – Augusta, MI

June 2019 – Art & Crafts Staff Training

## SHOWS AND EXHIBITIONS

### 2010 & 2018 Student Exhibitions

College for Creative Studies