VANIA HARDY

ILLUSTRATOR | DESIGNER

LOCATION
Elizabethtown, PA

CONTACT
vghardy@gmail.com

PORTFOLIO
vaniahardy.com/design

SOCIAL
linkedin.com/in/vaniahardy

EDUCATION

B.S., Digital Communications
Lebanon Valley College
2012

A.A., General Studies
Harrisburg Area Community College
2010

SKILLS

Adobe Creative Suite:
Photoshop, Illustrator, InDesign, Dreamweaver, XD

Additional Software/Apps:
Microsoft Office Suite, Figma, Canva Adobe Express, Sketch

Web/UX Design
Graphic Design
Wordpress Theme Design
Front-End Development
Print Layout & Design

RELEVANT EXPERIENCE

Illustrator & Graphic Designer
Full-Time: 2021 - Present; Part-Time: 2011-2021
Vania Hardy Creative (Self-Employed)
Designing advertising & sales materials, social media graphics, marketing e-mails, branding, websites, packaging labels. Work samples: vaniahardy.com/design.

Recent clients include:
· Sydney Roasting Co. -- Branding, print materials, packaging labels
· Lyn Willy Children's Books -- Branding, website, books
· Kid Heroes Productions -- Book covers

Digital Graphic Designer, April 2018 - March 2021
Woodstream, Inc., Lancaster, PA
Designed materials across 8 company brands, including Victor®, Safer® Brand, Terro®, & Havahart®. Materials included websites, e-mails, landing pages, sell sheets, and web ads; maintained website content; QA of digital content

Web Designer, April 2013 - April 2018
Mile 6, LLC, Elizabethtown, PA
Designed digital graphics and interfaces based on client objectives, specifications, and usability best practices; front-end development; collaborating with back-end developers on website functionality and CMS integration

Graphic Designer, June 2012 - June 2015
RealLancasterCounty.com, Lititz, PA
Designed graphics for online vendor listings

Web Design Intern, Summer 2012
Pipeline Interactive, Lebanon, PA
Maintained client websites, including updating content, developing additional pages; modified WordPress themes; conducted a usability test, which included observing click actions, analyzing them against client objectives, and summarizing findings in a report

REFERENCES

Available on Request