

# EMILY VERAS

## Product Designer

emilyveras.com ■ hello@emilyveras.com ■ (716) 261-7488

Based in NY with 6+ years of experience, including strategy, user research, experience design, and prototyping. I have experience in but not limited to beauty and wellness, kids and family, and nonprofits industries.

### EXPERIENCE

#### MSLK

##### Senior Visual Designer

Feb 19 - Mar 20

- Strategized, conceived, and developed compelling and brand-relevant creative solutions using best practices + industry trends across all of our client's multiple brand touchpoints - from print to eCommerce websites and digital social platforms
- Spearheaded an omnichannel rebrand for Amazing Lash Studios that resulted in a 50% increase in member activation and an 87% reduction in customer acquisition cost. **This led to a 50% franchise growth and an increase in sales. It also won four industry-recognized awards!**
- Led a strategic, agile UI/UX refresh, which included data-driven user research, information architecture, user flows, wireframes, and lo + hi-def prototyping for our client, Lavanila's eCommerce website across web and responsive design mobile platforms. **Our strategic user-centered approach resulted in a 269% increase in sales and a 140% increase in conversion rate within two months of re-launching.**
- Communicated the user experience at different stages of the design process while effectively communicating, collaborating and problem-solving with our internal teams, developers, and clients
- Managed a team of three junior designers



GD USA American Package Design Award

Indigo Design Award

100 Rebrand Award

The Communicator Awards 2020

#### COSMAX

##### Visual Designer

Aug 17 - Feb 19

- Collaborated with marketing to create various innovative concepts for consumer beauty and wellness products, including primary and secondary packaging
- Created 2D & 3D renderings and mockups for various beauty and wellness consumer products for retailers like Ulta and Target
- Communicated and collaborated directly with over-seas vendors to select components and approve them for new item launches and existing products
- Created cohesive visual style guides and designs for packaging and point-of-purchase displays that we're placed across 2000 stores at the number 1 retailer in the United States
- Assisted with the creation of digital assets including banners, hero images, and email newsletter templates.



Launched 200+ Holiday Products

### TOOLS

Adobe Creative Suite

After Effects

Photoshop

Figma

Illustrator

Invision

### CMS + LANGUAGES

HTML

Webflow

CSS

Shopify / Plus

Magento

Wordpress

### SKILLS

Interaction Design

User Research

Visual Design

Analytics, A/B Testing

Branding

Usability Testing

Strategy + Story-telling

Email Design

Motion Graphics

E-commerce

### EDUCATION

#### SUNY Buffalo

BFA Communication Design

May 2014

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### EXPERIENCE CONTINUED

#### Workinman UI/UX Designer

Oct 15 - Aug 17

- Won a Webbie Award for Nickelodeon Music Maker - designed the user interface and flow for both mobile + desktop
- Designed the user interface and user experience for the Little Tikes Cook & Learn Smart Kitchen which was **recognized as the highest-selling connected toy mobile and tablet application of 2016.**
- Designed user interfaces for seamless, intuitive experiences for +15 new games across desktop, web, mobile games, AR interfaces, and native apps. Clients included Disney, Nickelodeon, Fisher-Price, and Little Tikes.
- Translated user and business requirements into creative and intuitive design solutions through wireframes and defined user flows
- Designed logical interface hierarchies and typography, consistent color schemes, and created user interface design patterns to ensure designs we're intuitive, accessible, and user/ kid-friendly.



Webbie Award for Nickelodeon  
Music Maker

#### Fisher-Price Packaging Design Intern

Aug 13 - Aug 14

- Created compelling product packaging and advertising while adhering to brand guidelines
- Prepared high-quality packaging and physical mockups for more than 30 products
- Selected and edited photography for advertising and consumer product packaging
- Collaborated with cross-functional teams cross-functional team of Designers, Product Engineers, and marketing team members to create digital and print assets for internal events
- Assisted in developing creative retail packaging, inserts, floor displays, and packers for the retail market.



Rave Review  
Award

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### COURSES

#### Interaction Design Foundation

UI UX Design

Top 10% Percent Course Taker Distinction

#### University of Michigan

User Experience Research and Design

Specialization

### VOLUNTEER

#### Pretty Smart Foundation

Board Member

March 2020 - Present