

VANERMI REMOROZA

VISUAL DESIGNER

WORK EXPERIENCE

Ispire Vape Cartridges

Senior Graphic Designer

July 2022 - Present

Graphic Designer

July 2021 - July 2022

- Oversees the designs for all brochures, tradeshow graphics, social media, emails, landing pages, swag, and other deliverables for tradeshow and events.
- Plans and designs 3 unique magazine ads every month with different target audiences while testing out various copy, taglines, and call-to-actions.
- Works alongside sales and sales operations in designing hardware and packaging for the white label side of the business.
- Prepares files for production and printing for local printers and Chinese factory.
- Manages the creation of landing pages that includes design of the pages, coding, testing and publishing the pages in order to drive engagement and leads with prospects.
- Creates email designs for customer and prospect facing teams to drive revenue, up-sell, and reduce churn.
- Designs and creates point of sale materials for smoke shops and dispensaries that carry the Ispire brand.
- Renders product images and scenes for use on the website, catalog, ads, emails, and other deliverables.

EZ Texting

Graphic Designer

Feb 2020 - June 2021

Junior Graphic Designer

Oct 2017 - Feb 2020

- Worked cross-functionally with Creative Director, content team, digital marketing and programs to continuously level-up brand recognition, and develop marketing campaigns that adhere to the brand's visual identity.
- Played a key role in redesigning the EZ Texting company website's 40+ pages (x2) to adhere to the brand's new visual identity while improving clarity, visual appeal, and UX/UI.
- Created animations and videos for social media, Facebook ads, LinkedIn video ads, and display ads to increase leads, clicks and brand engagement.
- Managed testing and optimizing digital ad campaigns alongside the Digital Marketing team.
- Redesigned 100+ SEO pages to be easier to understand and more visually appealing without affecting website SEO.
- Continuously worked with the content team on creating new collateral for different stages of the funnel. Focusing on CTA placements, email design, ebooks, one-sheets, how-to guides, presentations, and whitepapers, etc.

CONTACT

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EDUCATION

Bachelor of Arts, Design

University of California, Davis

2011 - 2015

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Figma

Hubspot

Microsoft Office Suite

Layout

Typography

HTML & CSS

Web Design

Animation

Keyshot

3D Rendering

Common Sense RC

Junior Graphic Designer

Oct 2015 - Oct 2017

- Collaborated with the Senior Graphic Designer to create posters, fliers, and other marketing materials that were utilized for print, social media, and the company website.
- Designed planograms to showcase to our distributors how the products should be set up and placed in stores.
- Planned and designed the annual product catalog from concept to printing. This included photographing and editing product photos, document layout, and preparing the files for printing.

Institution of Transportation Studies

Junior Graphic Designer

Aug 2014 - Jul 2015

- Designed brochures, catalogs, and other printed materials for the institute that follow the UC Davis graphic standards.
- Prepared and organized photos for use by members of the institute.
- Collaborated with the communications team in getting new sponsors and in developing student involvement in the institute.

UC Davis Arts Administrative Group

Website Designer

Sep 2013 - Jun 2015

- Updated the Arts Department website
- Gathered data from faculty, staff, and students for helpful changes to the site and implemented these changes.