

VERONICA VAUGHAN veronica.vaughan@verizon.net
phone 972-979-2801
2001 Blue Ridge Drive, Flower Mound, Texas 75028

EDUCATION Texas A&M University Commerce — Bachelor of Science Degree
in Design Communications completed in 1998.

EMPLOYMENT **Blue Cross Blue Shield of Texas Senior Designer**— 2004 to current
Designed internal and external marketing material for a major health insurance
provider. Projects include: enrollment brochures, posters, direct mail, logos, fliers
and interactive brochures.

Tandy Brand Accessories Designer — 2003 to 2004
Designed hang tags, logos, presentation material and products such as wallets,
belts, bags and buckles. Created trend reports under the direction of the lead
product designer. Clients include: Surplus, Faded Glory, Levi Strauss, George and
Puritan.

Randstad Freelance Designer — 2003
Designed point of sale and trade show booths. Worked with the clients to
concept and create effective marketing pieces. Clients include: N-Gage, Nokia,
Perot Systems, Staubach and Trinity Consulting.

The Creative Group Freelance Designer — 2003
Designed sell sheets, in store displays and vendor price guides. Interacted with
the creative director to insure that all assignments met the company's needs.
Clients include: Ozarka, Deer Park Water, Levis and Tandy Brand Accessories

Freelance Designer — 2001 to 2003
Designed newsletters, brochures, marketing kits, letterhead packages, ads,
websites, invitations and logos. Interacted with clients, clarifying their needs and
implementing solutions. Towne View Estates Home Owners Association, e2o2
and Methodist Health Systems

RSW Creative Designer — 1999 to 2001
Designed advertising, brochures, posters, direct mail, corporate identity pieces,
logos, letterhead packages and trade publication. Worked with web designer to
create interactive websites. Client interaction was imperative to ensure that all
their needs were met. Clients include: HealthVision, VHA, AT Kearney, Frito Lay,
Soneta, Dallas Stars, DSVC, i2 Technologies, Experian, Nokia, Muratec, Dale &
Associates and Block Busters

Squires & Company Designer — 1998 to 1999
Designed brochures, posters, direct mail, corporate identity, building signage
and billboards. Presentation skills and client interaction ensured that the client's
needs were met. Clients include: Deep Ellum Cafe, Dallas Summer Musical and
DFW FastPark

latitude Creative Intern — 1997 to 1998
Assisted the Creative Director and the Art Directors with the design of brochures,
posters, direct mail, point of purchase and corporate identity. Clients include:
ProStaff, Greyhound and Dr Pepper

DesignSmith Creative Intern — 1996
Worked with the owner on in store displays, brochures and corporate identities.

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SKILLS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe Dream Weaver, QuarkXpress, Mac OS, XHTML, art directed photo shoots, knowledge of printing processes, press checks and client interaction.

AWARDS

MarCom Creative Awards for Blue Ribbon Agent Bonus Program
MarCom Creative Awards Gold for First-Class Ticket to Health Care Coverage
MarCom Creative Awards Platinum for TRS Enrollment Training Package
MarCom Creative Awards Platinum for Choose Well Brochure
The Communicator Award for FEP Holiday Card
Graphic Design USA Inhouse Design Award for FEP Holiday Card
Graphic Design USA Inhouse Design Award for HCSC Enrollment Brochure
Healthcare Marketing Report Award for HCSC Enrollment Brochure
Healthcare Marketing Report Award for FEP Pre-Open Season Campaign
Graphic Design USA Gold for HCSC Open Enrollment
Graphic Design USA Inhouse Design Award for HCSC Open Enrollment
Graphic Design USA Inhouse Design Award for My Learning Logo
Graphic Design USA Inhouse Design Award for Discover Your Health Logo
Graphic Design USA Inhouse Design Award for First Class Ticket Direct Mail
Graphic Design USA Inhouse Design Award for My Learning Logo
HOW Merit Award for Rough Magazine
ADCH Gold for Rough Magazine
DSVC Bronze for Dallas Stars Posters
DSVC Merit Award for .comet Christmas Card
ADCH Bronze for Atchafalaya Dark Coffee Package
ADCH Merit Award for Pet Project Logo
DSVC Merit Award for Atchafalaya Coffee Package
DSVC Merit Award for Hummer Campaign

REFERENCES

Steve James
Union Design Company
817-233-7959

Nataaka Singleton
Blue Cross Blue Shield of Texas ~ Lead Marketing Communications Consultant
972-766-6041

Mike Wyatt
Blue Cross Blue Shield of Texas
972-766-8465