

# VERONIQUE MORRISON

CREATIVE STRATEGIST & UX LEADER

## CONTACT

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## SKILLS

### PROFESSIONAL

- Creative Direction
- Strategic Design Thinking
- Project Management
- User Experience Design
- Agency Management
- Content Strategy
- Digital Marketing
- Multi-Channel Collaboration
- Brand Positioning
- Team Mentorship

## EDUCATION

### INTERACTIVE DIGITAL MEDIA

Bachelor of Science  
Drexel University  
College of Media Arts & Design

## CAREER SUMMARY

Award-winning designer with extensive experience leading entire projects through a blend of technical and creative flair. Strong capacity to define, cultivate and grow brands, with a focus on creative problem-solving and operational oversight. A brand champion with a passion for implementing digital design solutions to develop and strengthen organizational success. An authentic, hands-on leader that empowers creative teams to own and produce thoughtful design solutions.

## WORK EXPERIENCE

### SENIOR MANAGER, CREATIVE SERVICES

Sunrise Senior Living | 2019 - present

Paved way for in-house creative marketing team as first design leader. Craft collaborative partnerships across business to strategize, develop, and execute a holistic brand strategy that drives engagement and builds loyalty. Champion the brand voice by adapting guidelines to address the big picture vision and minute project details alike.

- Currently co-leading a \$1M+ initiative to redevelop the company website, partnering with internal and external creative partners to strengthen user personas and overall UX.
- Owed major multi-channel brand campaign across broadcast and digital outlets that rerouted brand image into hospitality and care, to attract new residents and retain existing base. Worked with partners to design and execute entire production, including revamped media landing pages, and targeted ads for broadcast and digital platforms. Exceeded goals for both project iterations, which led to 33K+ new inquiries and 2.2K+ new residents in 7 months.
- Grow and mentor in-house creative team of designers and copywriters to support marketing and communications department and expand influence across HR, talent management, and sales teams.

### SENIOR PROJECT MANAGER

Jake Group | 2007 - 2019

Managed complete project lifecycles and led design for a diverse client base for boutique digital marketing agency. Actively engaged with clients daily to provide updates and gather feedback to ensure client's visions were brought to life. Maintained a keen pulse on budgets, discovery, architecture, quality assurance, and web design to ensure projects exceeded client expectations.

- Nominated for Webby Award by ESA in Best Website in the Association category for exceptional product design.
- Fostered reputation as highly capable and innovative brand advocate with a passion for digital design and smart storytelling.

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## TECHNOLOGIES

### CREATIVE & TECHNICAL

- Adobe Creative Suite
- Sketch
- InVision
- Hype Animation Studio
- Microsoft Office Suite
- Bridge & Salient Themes (WordPress)

## AWARDS

**WEBBY AWARD NOMINEE**  
**BEST ASSOCIATION WEBSITE**  
ESA / 2019

**WEBAWARD**  
**BEST OF INDUSTRY:**  
**ARCHITECTURE**  
FOX Architects / 2018

**WEBAWARD**  
**STANDARD OF EXCELLENCE:**  
**FOOD INDUSTRY**  
Olivia Macaron / 2017

**WEBAWARD**  
**STANDARD OF EXCELLENCE:**  
**NON-PROFIT**  
Innovation Network / 2017

**WEBAWARD**  
**STANDARD OF EXCELLENCE:**  
**THE ARTS**  
Shakespeare Theatre Company / 2016

## WORK EXPERIENCE CONTINUED

### DESIGNER & PROJECT MANAGER

Freelance | 1998 - 2020

Developed corporate identities through strong brand governance and project management. Consulted with clients to gauge needs and scale projects to meet targeted timelines, budgets, and objectives. Leveraged industry expertise to build a strong voice unique to client industry and needs.

- Delivered projects for clients including SEIA, The Solar Foundation, Marriott Affiliate Marketing, Tigercomm, and Solar United Neighbors.

### DESIGNER & PROJECT MANAGER

Circle Studio, Inc | 2002 - 2007

Spearheaded a host of digital-facing projects including multimedia presentations, website development, and brand activations. Prepared conceptual designs and collaborated with cross-functional teams to gain consensus and provide results in deadline-driven settings.

## COMMUNITY LEADERSHIP

### PRESIDENT, BOARD OF DIRECTORS (2017 TO 2019)

### BOARD MEMBER, BOARD OF DIRECTORS (2016 TO 2017)

Speech & Language Center of Northern Virginia

- Garnered new community support for local school by activating new fundraising opportunities through expert marketing and communications strategies.
- Launched new, modern WordPress school website. Responsible for design, AI/UX, and development.
- Partnered with board member with law background to rewrite existing contracts.
- Liaised with teachers to strengthen retention and prepare annual bonuses.
- Strengthened school capabilities by replacing dated and manual processes with new digital solutions.