



veronica bryce
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experience

SEE?: specialty clients

[january 2007 through present]

freelance assignments providing creative consultation, execution and varied applications for optimal brand identity.

the designory, inc: sea island resorts

[february 2005 through october 2006]

created national print and television advertising, direct mail, supporting print materials for guests and internal resort operations.

the designory, inc: mercedes-benz

[february 2003 through january 2005]

concepted national collateral advertising brochures, supporting dealership materials, and supporting national/regional print ads.

rubin postaer and associates: honda

[february 2001 through october 2001]

[february 2002 through august 2002]

two seasons creating concepts through finished execution for national collateral advertising and supporting dealership materials.

david and goliath: KIA

[august 2000 through november 2000]

created concepts for regional advertising and supporting dealership materials.

suissa miller: acura

[april 1998 through june 1999]

developed brand concepts through printed execution for national collateral and regional advertising.

fattal & collins: infiniti

[july 1992 through march 1998]

created branding for national model line brochures, supplemental collateral and point-of-sale materials.

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strengths

advanced communication skills

typography

handlettering

layout and design solutions

strong follow-through in project tasks and management

extensive experience in print production

adept in Adobe Illustrator, Photoshop, InDesign

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etcetera

a fan of handlettering,
vintage printed pieces,
wes anderson productions,
guy ritchie films,
and dark chocolate.
more references, if you wish.

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education

university of california, los angeles

bachelor of arts in design