

# VERONICA BEERS

## INDUSTRIAL DESIGNER

313.363.2192 | veronicabeersl@gmail.com | veronicabeers.com

With each project I challenge myself to develop new and exciting experiences that enhance, improve, and impact the product's users in meaningful ways.

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## EXPERIENCE:

### Industrial Designer

Spectas | June 2021 - Present | Chattanooga, TN

Responsible for the creation of original in-store display concepts for a wide variety of retail clients across the United States. Project deliverables vary with each client's needs and often include: sketches, CAD models, concept renderings, prototype photography, and the creation of production graphics. Other tasks involved in this role:

- Support the Sales team from concept creation to the development of client-facing presentations
- Continuous collaboration between other in-house designers and engineers to design for manufacturability, while still ensuring the client's goals are met and concept integrity is maintained
- Construction and ongoing maintenance of Spectas' digital presence (website, social media, marketing campaigns, video creation, etc.)
- Assist with design needs of Variamed (a sister company which produces medical devices, tables, and drapes)

### Education Design and Development Intern

Vituity | June 2019 - April 2020 | Emeryville, CA

Revamped the digital learning materials used in Vituity's medical scribe education program. Reviewed and revised all active modules and associated documents to be more user friendly, consistently branded, and easily editable in the future. Relevant duties and responsibilities also included:

- Utilized Adobe products to design interactive and engaging educational experiences for students who had a wide range of background knowledge
- Identified and addressed teaching program material shortcomings by performing field research, employee interviews, and conducting user testing
- Updated brand guidelines with new, detailed standards for modules, templates, diagrams, and imagery
- Refreshed older modules and presentations with these new guidelines to create consistent brand standards

### User Experience Design Intern

Honda | April 2018 - December 2018 | Southfield, MI

Collaborated with in-house engineers to develop concept vehicle interfaces for early prototype car features. Created wireframes, iconography, and other UI assets. Other relevant duties included:

- Consulted with Engineering teams to ensure that concept interfaces conveyed features clearly
- Developed presentations, internal-use marketing graphics, and generated storyboards for showcase videos
- Participated in out-of-state promotional video creation

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### EDUCATION:

#### Bachelor of Science in Industrial Design

Lawrence Technological University | August 2016 - May 2020 | Southfield, MI

Graduated Cum Laude with an overall GPA of 3.83 with the following awards, achievements, and scholarships:

- Gino and Luciana DiClemente Endowed Scholarship | 2019
- Ford Motor Co. Transportation and Design Scholarship | 2019
- Second place in the S.P.E Scholarship Competition | 2018
- LTU Ford Minority EEOC Scholarship | 2018-2019
- Transfer Trustee Scholarship | 2016-2020

### SKILLS & PROGRAM KNOWLEDGE:

#### Adobe Programs:

- Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign
- XD
- After Effects
- Captivate

#### CAD Programs:

- Solidworks
- Autodesk Fusion 360
- Blender

#### Rendering Programs:

- Keyshot
- Fusion 360
- Blender

#### Design Skills:

- UX/UI Design
- Product Design
- Experience Design
- Retail Display Design
- Sketching
- CAD Modeling
- Rendering
- User Research
- Wireframing
- Branding
- Prototyping
- Product Photography

#### Professional Skills:

- Microsoft Suite
- Basecamp
- Hubspot
- Wix
- Collaboration
- Problem Solving
- Active Learner
- Time Management
- Critical Thinking
- Leadership

#### Certifications:

- Introduction to Augmented Reality and ARCore
- Fear Free Animal Shelter Certification