



# VANIA HARDY

ILLUSTRATOR & DESIGNER

## EDUCATION

### B.S., Digital Communications

Lebanon Valley College  
2012

### A.A., General Studies

Harrisburg Area Community College  
2010

## SKILLS

Adobe Creative Suite:  
Photoshop, Illustrator, InDesign,  
Dreamweaver, XD

Additional Software/Apps:  
Microsoft Office Suite, Figma,  
Canva, Adobe Express, Sketch

Web/UX Design  
Graphic Design  
Wordpress Theme Design  
Front-End Development  
Print Layout & Design

### LOCATION

Elizabethtown, PA

### E-MAIL ADDRESS

vghardy@gmail.com

### PORTFOLIO

vaniahardy.com

### LINKEDIN

linkedin.com/in/vaniahardy

## RELEVANT EXPERIENCE

### Freelance Illustrator & Designer

Full-Time: 2021 - Present; Part-Time: 2011-2021

*Vania Hardy Creative (Self-Employed)*

Designing advertising & sales materials, social media graphics, marketing e-mails, branding, websites, packaging labels. Work samples: [vaniahardy.com/design](http://vaniahardy.com/design).

Recent clients include:

- Sydney Roasting Co., *Lebanon, PA*
- Lyn Willy Children's Books, *Ligonier, PA*
- Kid Heroes Productions, *Los Angeles, CA*

### Digital Designer, April 2018 - March 2021

*Woodstream, Inc., Lancaster, PA*

Designed materials across 8 company brands, including Victor®, Safer® Brand, Terro®, & Havahart®. Materials included websites, e-mails, landing pages, sell sheets, and web ads; maintained website content; QA of digital content

### Web Designer, April 2013 - April 2018

*Mile 6, LLC, Elizabethtown, PA*

Designed digital graphics and interfaces based on client objectives, specifications, and usability best practices; front-end development; collaborating with back-end developers on website functionality and CMS integration (primarily Wordpress and Magento)

### Graphic Designer, June 2012 - June 2015

*RealLancasterCounty.com, Lititz, PA*

Designed graphics for online vendor listings

### Web Design Intern, Summer 2012

*Pipeline Interactive, Lebanon, PA*

Maintained client websites, including updating content, developing additional pages; modified WordPress themes; conducted a usability test, which included observing click actions, analyzing them against client objectives, and summarizing findings in a report

## REFERENCES

**Available on Request**