VANIA HARDY

Freelance Graphic Designer

PORTFOLIO

vaniahardy.com/design

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

CONTACT INFO

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RELEVANT EXPERIENCE

Graphic Designer, *Penn State PRO Wellness (Penn State College of Medicine)*
May 2024 – Present (Part-Time) | Hershey, PA
· Design branding, digital toolkits, presentation materials, and print/digital graphics for Pennsylvania school and Penn State Health staff wellness initiatives
· Led rebranding of Healthy Champions Signature Events to engage younger audiences through illustrative and accessible design
· Collaborate cross-functionally with health educators, program managers, and IT teams to ensure message clarity and visual consistency

Freelance Graphic Designer, *Vania Hardy Creative (Self-Employed)*
2021 – Present (Full-Time) | 2011–2021 (Part-Time)
· Provide branding, digital marketing, and illustration for mission-driven organizations in wellness, education, and publishing
· Design eBooks, landing pages, social graphics, and email newsletters, often creating custom illustrations and using accessibility principles
· Clients include Elsewhere Bread (Lancaster, PA), Sydney Roasting Co. (Lebanon, PA), Simpatico Studios (New Britain, PA), Kid Heroes Productions (Los Angeles, CA), Lyn Willy Children's Books (Ligonier, PA), and more
· Work samples: vaniahardy.com/design

Digital Designer, *Woodstream Corporation*
April 2018 – March 2021 | Lancaster, PA
· Designed digital and print assets for 8 national brands including websites, Amazon A+ content, sell sheets, emails, and digital ads
· Collaborated with content and marketing teams to implement consistent, on-brand messaging across eCommerce and print platforms
· Conducted quality assurance of HTML content and worked within CMS environments

Web Designer, *Mile 6, LLC*
April 2013 – April 2018 | Elizabethtown, PA
· Created digital graphics and front-end interfaces based on client goals and UI best practices
· Coded responsive pages using HTML/CSS, collaborating closely with web developers to deliver functional and accessible websites

REFERENCES

Available on Request