

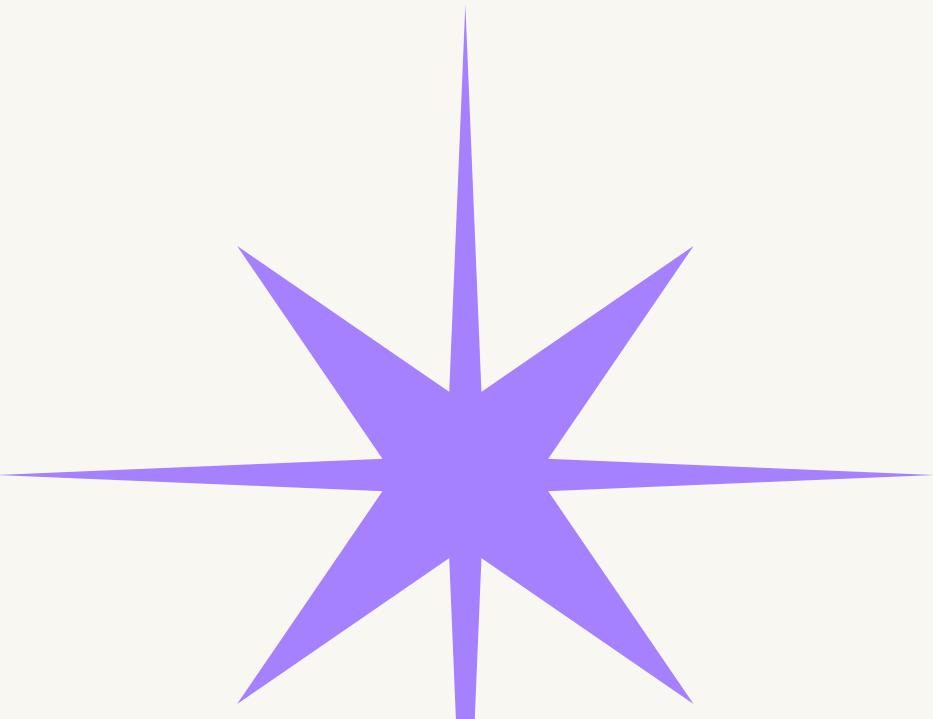
VÉRO NIQUE

Product Designer

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 vedelage





About Me

Hi! I'm Veronique, a graphic designer from Canada with a strong interest in UX. I graduated from a three-year graphic design program in Québec and recently completed an undergraduate degree with a concentration in UX, strengthening my understanding of user-centered design.

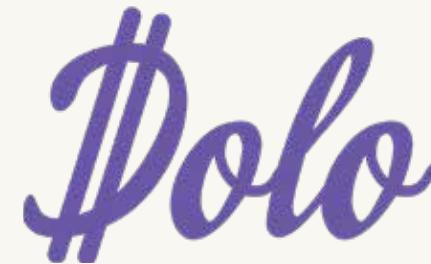
Empathy plays a big role in how I approach design. I focus on creating visually pleasing, accessible and easy-to-use experiences.

I'm always looking to grow by learning new tools, refining my process and finding better ways to design with people in mind.

Dolo

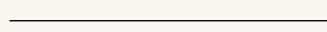
Complete brand identity design for Dolo, a mobile expense tracking application that simplifies shared expenses for roommates, travelers and families. The project involved creating a new logo, developing the color palette, establishing the typography system, and designing a comprehensive style guide. Custom profile pictures were generated using Midjourney and edited to ensure consistency and remove any AI errors.

The goal was to create a visual identity that feels approachable and trustworthy, making a process that often feels stressful more approachable and fun. The soft purple and pink color palette and playful animal illustrations create a friendly, modern aesthetic while maintaining brand consistency.



TYPOGRAPHY

Nunito Medium



This is your subhead

Vollkorn SemiBold



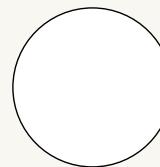
Nunito Regular



This is your heading

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COLOR PALETTE



White



#B2A8E7



#6A58A4



#C6EAE8



#EDD1AA

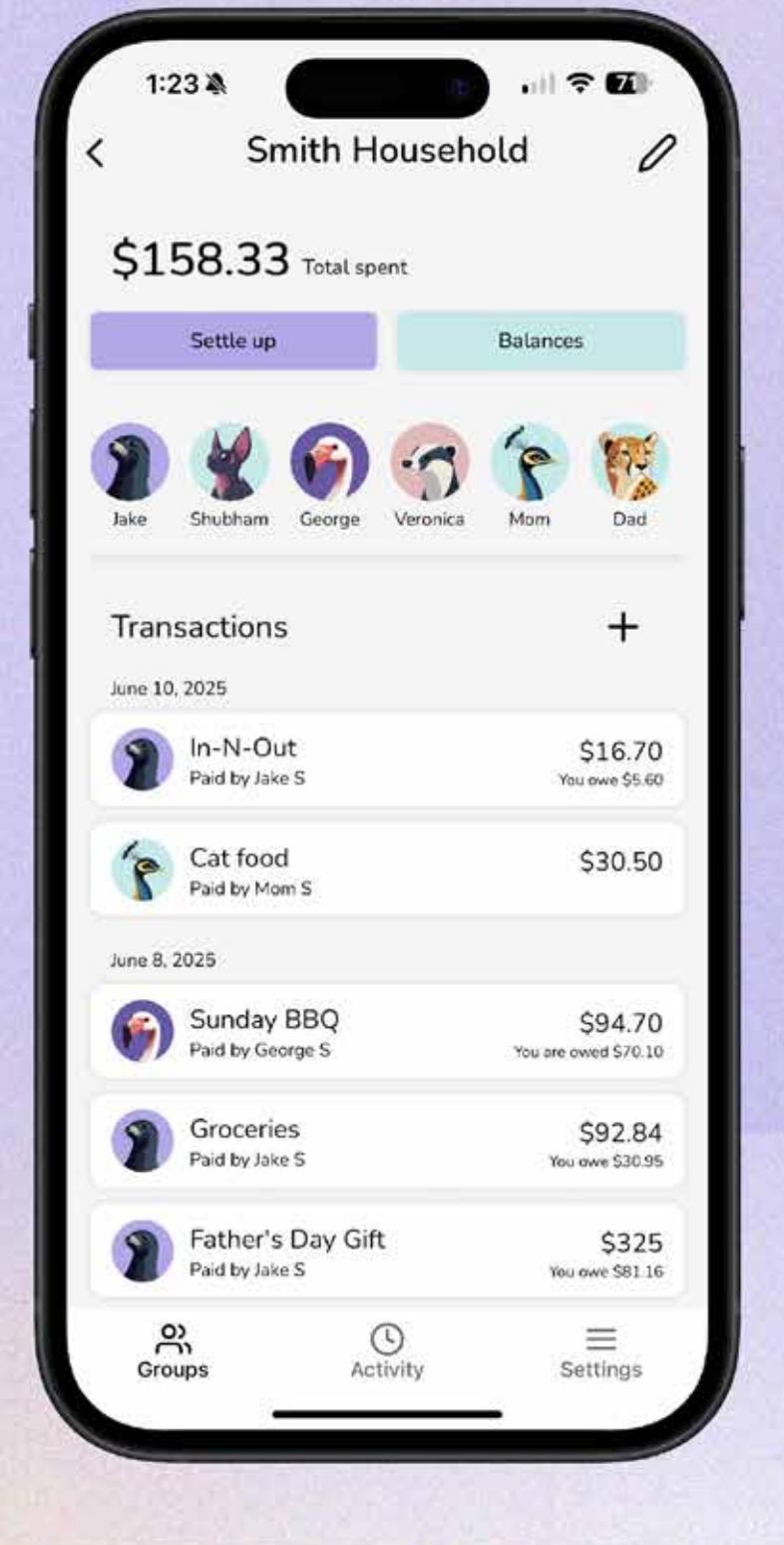


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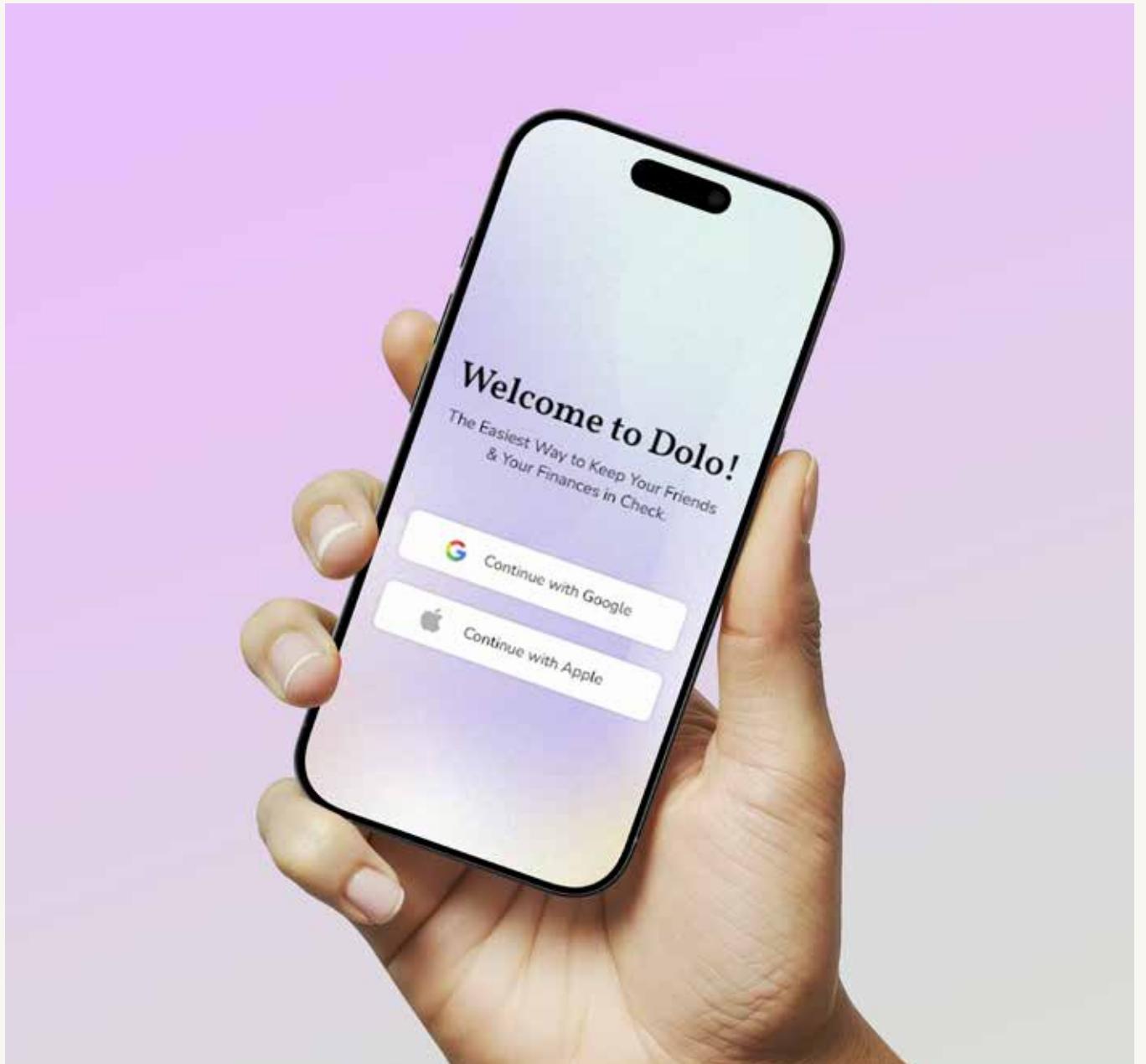
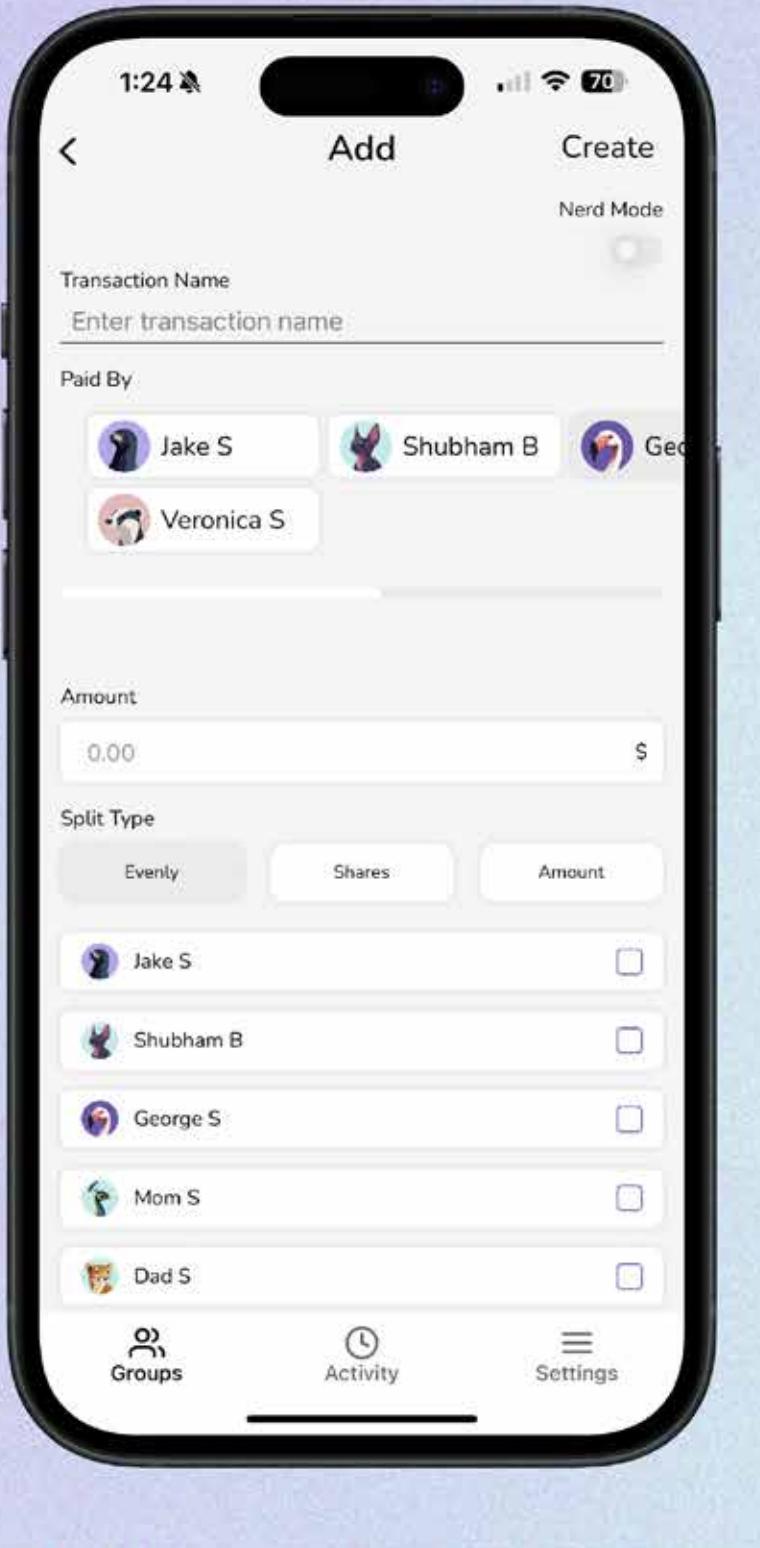


Black

Stay updated on balances
and transaction activity



Choose how to split expenses
down to the last cent



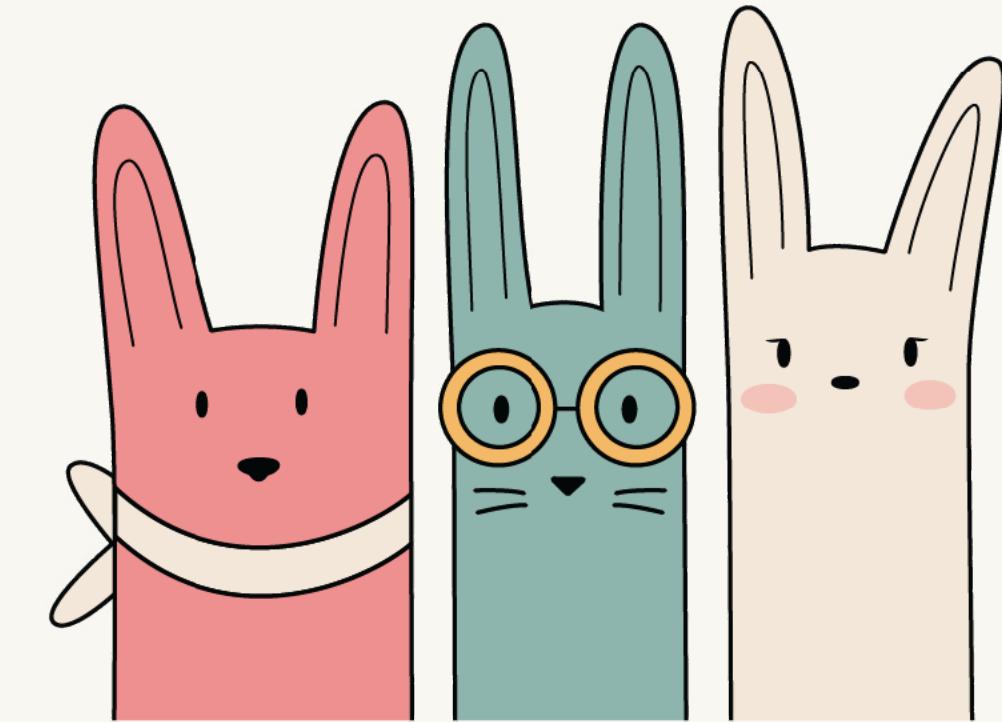


Phobies-Zéro

Design of a striking poster to raise awareness about agoraphobia, a common mental health disorder. The goal was to create a powerful visual to evoke emotions in viewers, encouraging them to learn more or support those affected through a helpline. The black-and-white visual depicts a dull life and suffering, while the word "agoraphobia" in red symbolizes pain and blood. This combination aims to capture public attention and encourage reflection on this important issue.

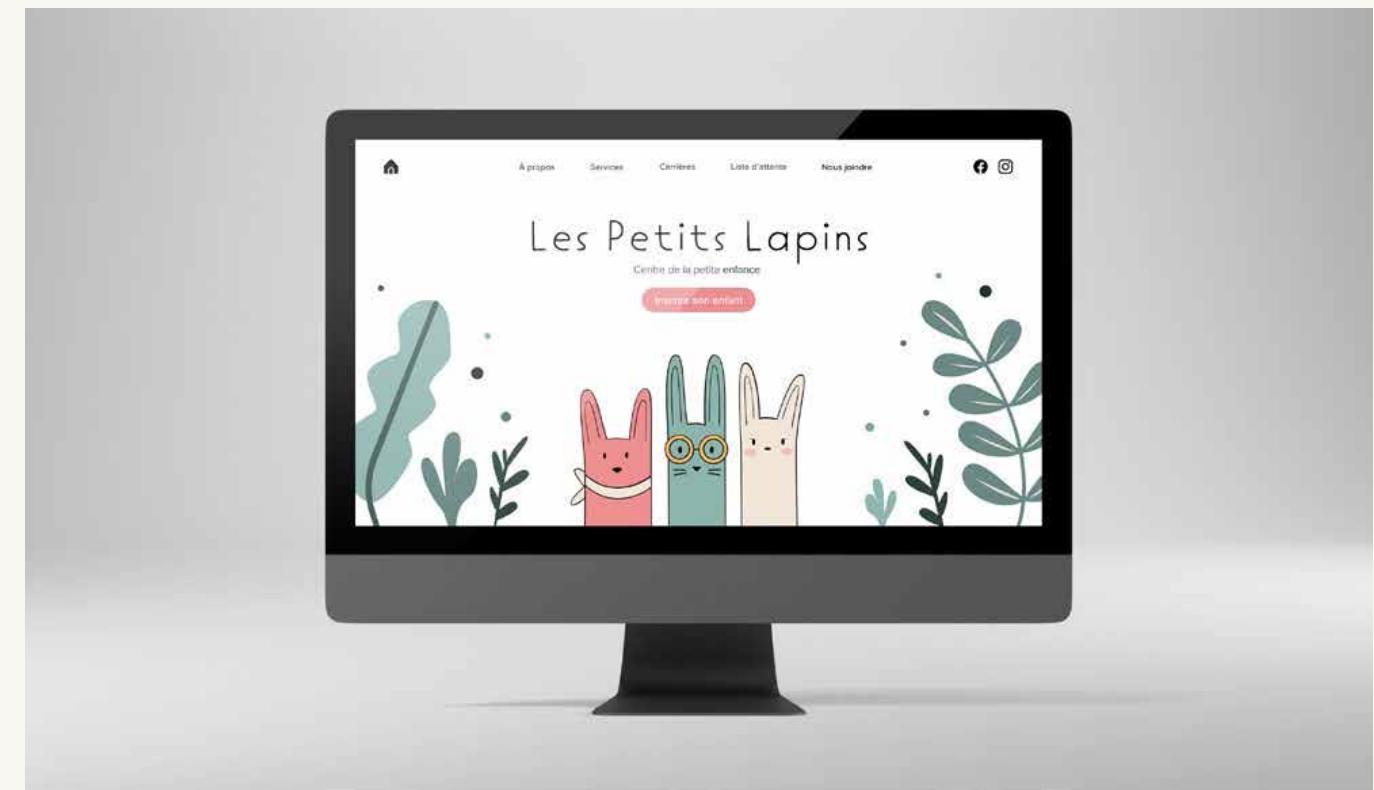
Petits Lapins

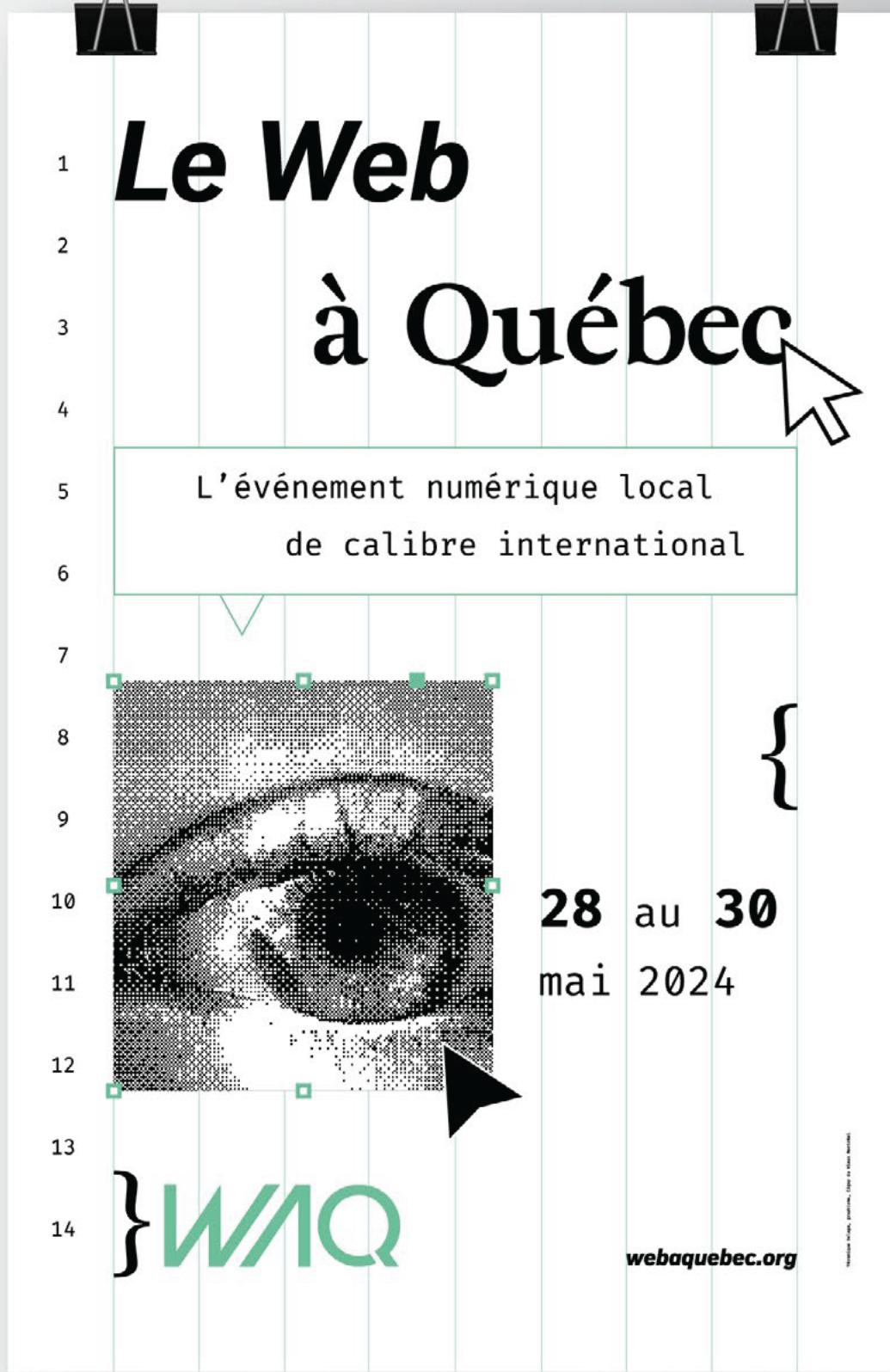
Complete rebranding of a company, involving the creation of a new logo, the development of its stationery, and the design of its applications. The goal was to create a graphic representation that reflects the company's core values, emphasizing inclusivity, kindness, and a welcoming atmosphere. The logo embodies innocence and kindness. The rabbits, in various colors, symbolize diversity, while the pastel, gender-neutral tones evoke a delicacy associated with innocence and youth. The childlike typography enhances the playful nature of the logo, conveying a joyful and engaging image.



Les Petits Lapins

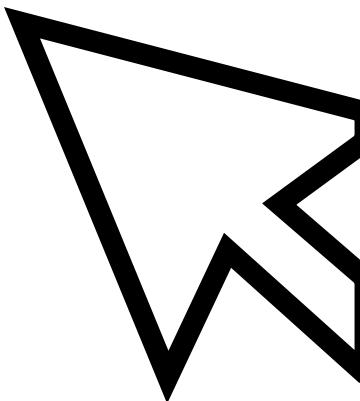
Centre de la petite enfance

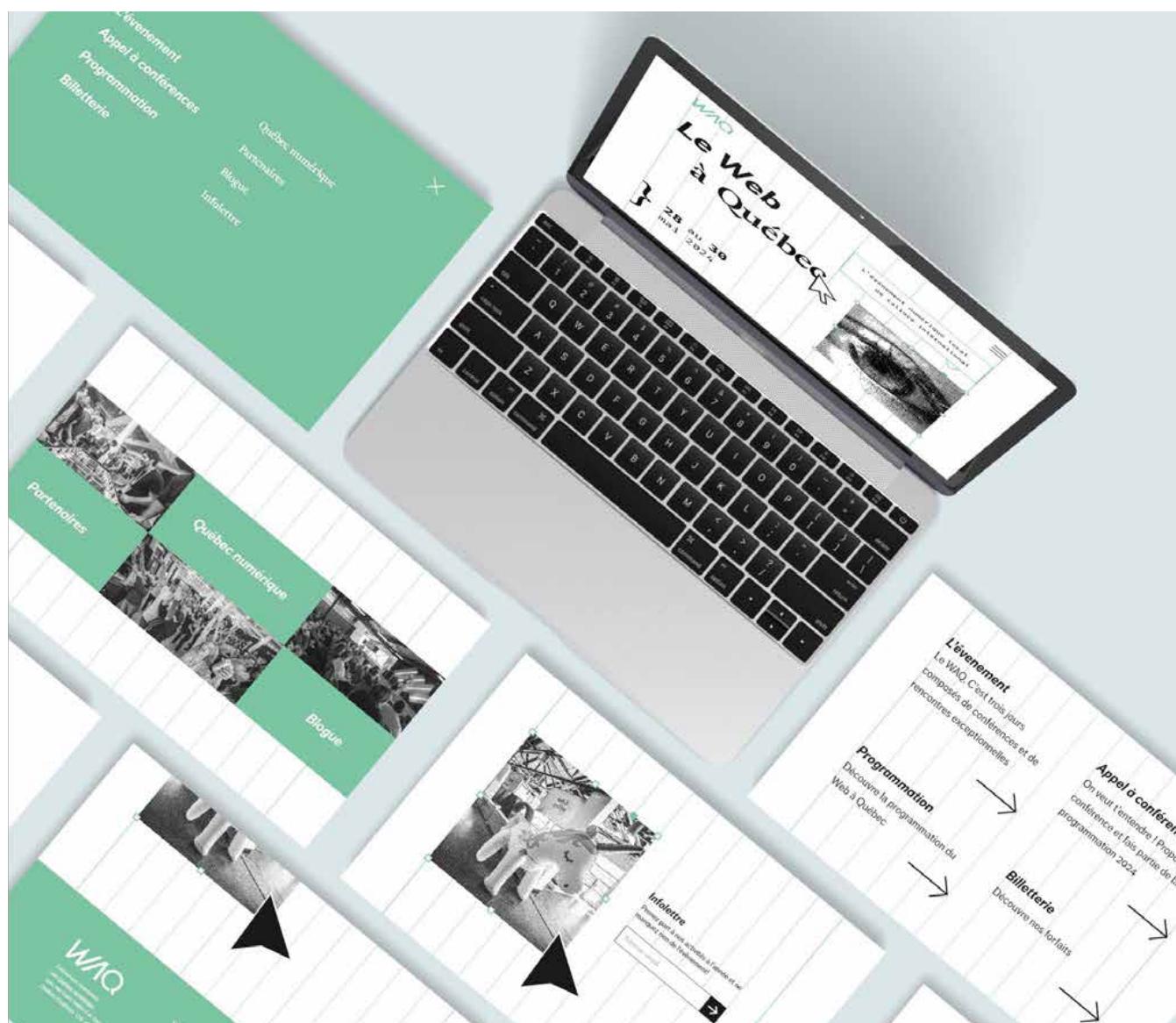




WAQ

Creation of a new advertising image for Le Web à Québec (WAQ) festival, a threeday technology-focused event with conferences on communication, marketing, design, development, and innovation. The advertising strategy aims for a modern, technological ambiance with a simple yet dynamic design to reach a wide audience. The four main areas of WAQ (design, communication, innovation, and development) are represented in the branding. A layout grid, Adobe cursor, and squares symbolize design. Numbers in the Fira Code font represent development. A speech bubble stands for communication, and an eye represents innovation.







Fruit salad

Design of illustrations for a children's book. The assignment was to create a book on a chosen theme, printed using screen printing. The chosen theme was to create a children's book titled «Fruit Salad,» featuring playful and colorful illustrations that blend the animal world with fruity delights.

