BIO

Hello! My name is Veronica Lessing, and I am an artist, graphic designer, and student at Central Michigan University. I currently work at Media Graphix, a division of CMU’s University Communications, where I work with various clients around campus to design many different types of projects.

In my free time, I love to listen to music and hang out with my roommates Cole and Sawyer, and our cat Franklin. As a student at CMU, I am an Art History minor, and a BFA Student in Graphic Design. I also specialize in printmaking in my free time.

PROJECTS

**Project 01 – Various Designs in Anspach Hall**

These projects were for the College of Liberal Arts and Social Sciences (CLASS) at Central Michigan University, in Anspach Hall. The CLASS Student Hub wall wrap was for a room students in the college could use for homework and other activities. Similarly, the quiet room and collaboration room door wraps denoted rooms for CLASS students to use.

My coworker, Helena Schneider, designed the logo for the CLASS Student Hub, and I matched her design elements to create the wrap for the student hub itself.

**Project 02 – Fire Up All Night Spirit Mark**

The Fire Up All Night Spirit Mark was created for CMU’s Student Activities and Involvement for their event, Fire Up All Night. The event is a lock-in style event where different clubs can put on activities for late at night. I serve on the E-Board for one such club, Design Hub.

This logo won a Silver ADDY Award in 2024.

**Project 03 – Eras Tour Outfit Book**

When Taylor Swift was on the latter half of her critically acclaimed Eras Tour, I tracked every costume and any changes in her set and created posters for all 149 shows. After the tour ended, I compiled every poster into a book, complete with guides for every outfit. This project was the result of a guessing game I played every show, some shows I watched and tracked in real-time.

**Project 04 – Art After Hours Event**

Design Hub, a club at Central Michigan University I serve on the E-Board of was chosen to put on an event for Fire Up All Night, a lock-in style event where clubs put on activities late at night. We were given $2,000 to put on the event of our dreams, and I was able to design the posters, Instagram posts, and t-shirts for the event.

The Design Hub logo was designed by club president Ava Zaffarano.

**Project 05 – Drone Zone**

The design for the College of Science and Engineering’s Drone Zone is my biggest design project to date, placed on a 30x30 ft section of the floor of the Engineering Building. I designed the logo for the zone, as well as a large banner for the adjoining 3D zone. I attended multiple meetings with the dean of the College of Science and Engineering, as well as other CSE employees to design exactly what they were looking for.