

# Beverly Onita

Graphic Designer, Packaging, Web Designer, Branding

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Creative and detail-oriented Graphic Designer with experience designing for both digital and print media across corporate marketing and retail environments. Brings a strong eye for typography, layout, packaging, prototyping, publication, and web design, delivering strategy-aligned creative across social, sales, and digital channels.

## Skills

- **Packaging & Print:** Structural Design, Dielines, Prototyping, Print-Ready File Prep, Mockups, Consumer Goods Packaging
- **Design Tools:** Adobe Photoshop, Illustrator, InDesign, After Effects, MS Office Suite, Figma, Canva, Photography
- **Web Development:** HTML, CSS, JavaScript, GitHub, GSAP, Visual Studio Code, CodeKit, WordPress, Webflow
- **Project Management:** Salesforce, RocketDocs, Web Checkout, Teamworks

## Work Experience

**Unique Industries**, Philadelphia, PA

June 2024 – Jan. 2025

### **Graphic Design Intern**

- Constructed packaging and product mockups for major retailers including Walmart, Target, and Five Below, several of which were mass-produced and featured in Unique Industries' seasonal catalog.
- Fulfilled multiple image requests for grocery chains, streamlining turnaround times.
- Partnered with cross-functional teams to prepare print-ready files and flag color inconsistencies, reducing production errors and ensuring visual standards.
- Performed routine maintenance on printers and proofing equipment, leading to optimal performance.

**College Ave Student Loans**, Wilmington, DE

March – Sept. 2023

### **Marketing Co-op**

- Produced digital promotional materials and maintained branded templates, supporting campaigns that reached thousands of prospective students.
- Optimized RFI responses using AI and RocketDocs, accelerating proposal turnaround and improving win rates.

**Drexel University**, Philadelphia, PA

Sept. 2023 – June 2024

### **Federal Work Study**

- Acted as the first point of contact for students, conducting thorough inspection and storage of returned equipment.
- Organized equipment reservations using WebCheckout, guaranteeing accurate tracking across 100+ items and minimizing scheduling conflicts.

## Projects

### **Accord**

- Designed product, packaging, branding, and web design for a luxury chocolate company. Conducted research to familiarize myself with popular trends associated with luxury chocolate companies and brands.

### **Augment**

- Designed packaging for luxury cutlery sets and conducted research on brands that create product variations to cater to diverse customer needs.

### **Bartram's Garden**

- Created refreshed marketing package for Bartram's Garden, including static and animated logo, responsive layout for landing page, and other promotional material including merchandise, posters and brochures to boost visitorship.

### **Wonderfilled**

- Created storyboard and design of marketing animation for OREO's tagline, creating and organizing assets in Figma.

## Education

**Drexel University**, Philadelphia, PA

June 2024

- Bachelor of Science: Graphic Design
- Westphal Portfolio Scholarship | Dean's List