

VERONIKA GOLDBERG

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veronika.goldberg@gmail.com
veronikagoldberg.com
847 849 7234

THE BASICS

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Web Design
User Experience
Corporate Identity
Publication Design
Packaging Design
Advertising
Print Design

DESIGN STRATEGY

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Information Architecture
Audience Research &
Analysis
Competitive Analysis
Brand Development
Social Strategy
Personas & Scenarios
User Testing
Analytics

TOOLS

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Adobe CS6
Axure
Balsamiq
XHTML/CSS3
Experience with JQuery
Basic Flash
Keynote Specialist

RECOGNITION

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Siteinspire
Notcot
CMYK
Birdwatching

EXPERIENCE / 2005-PRESENT

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THE ONION
Design Director

Agile design strategist, brand manager,
mobile application designer, interactive
designer, user experience architect, responsive
web designer

The Onion Responsive Site Re-Design, Facebook Open Graph Integration, Onion iPhone
IOS App, Brand Guidelines, Sub Brand Identity Design, Web/Print Ads TV Club iPad App,
TV Club Social Feature Integration, AV Local Site Re-Design, Parameter Film Festival
Microsite Design, Annual AV Festival Branding.

THE AUGUST JACKSON COMPANY
Art Director/Graphic Designer

Integrated creative strategist, collateral
systems designer, art director of
environmental graphics

Chicago Symphony Orchestra (CSO), Procter & Gamble, Abbott Pharmaceuticals, Jones
Lang LaSalle, Takeda, HP, Astellas, Stericycle, Accenture, Luxottica, Mentor Graphics.

WENCEL/HESS DESIGN
Graphic Designer

Lead brand designer, user research and
analytics experience designer

Mercedes Benz of Chicago, Fletcher Jones, AON, The Warranty Group, Deans, Gordons,
Lake Forest Sports Cars, Driftwood Dairy, Murphy Hill Demolition, Moda Italiana, DOM Itp.
Chef Luciano Trotta, Brendels, Lee Manor, Auto Expressions, Wencel World Wide, Groove
Hive, Angelo's Tavern, Grainger, SEO Store, TripQuipment.

TAG
Jr. Graphic Designer

Product designer for Starbucks' Fall/Holiday
and Spring/Summer product line

Starbucks, Create and Barrel, Seasonal tag line.

CLIENTS

Jess3, Shrug House, Backstage Chicago, Ectype, Fluent Lingo, The Easy Love, MitHeart,
Blooming Additions, Myra Photography, Ectype, Columbia College of Chicago, MioMed,
LAPA, Palm Springs Fudge Co. PawTags, Idyllwild Art Academy, Chicago Health & Beauty.