

VERONITA VA

I'm a Sydney-based motion designer that creates colourful, clean and sleek digital content from ideation to completion.

Details

14/11/1992
French and Australian citizen

+61 406 455 101
hello@veronitava.com
www.veronitava.com

Languages

ENGLISH Fluent
FRENCH Native language

Software

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Procreate

Skills

Art direction
Graphic & digital design
Motion design
Digital illustration
Video editing
Team management

Education

EXPLAINER CAMP
School of Motion
2019

ANIMATION BOOTCAMP
School of Motion
2017

BACHELOR OF VISUAL COMMUNICATION
Billy Blue College of Design
2013

Freelance contracts

MOTION DESIGNER & ILLUSTRATOR
Broken Yellow (April 2018-August 2023)

Worked on various projects as a graphic designer, motion designer and illustrator for the ABC, The Australian of the Year, The Twist, Verizon, Healthdirect, News Corp and iCare.

DIGITAL & MOTION DESIGNER
M&C Saatchi (April 2019-March 2021)

Creating social media content, web banners, digital out-of-home and broadcast advertising for brands like Commonwealth Bank, BWS, BIG W and Tourism Australia.

DIGITAL & MOTION DESIGNER
Various clients (2017-2021)

AGENCIES: Adhesive PR, Hyland, Design Davey, Circus Group.
CLIENTS: Huawei, Sydney Thunder, Rimmel, Curash, Transgrid, BAI Communications, Servcorp, Transport for NSW, Royal Life Saving, Luxaflex.

Pro bono projects

ART DIRECTOR & TEAM LEADER
In Loco Parentis (May 2020-May 2021)

- Developed the brand and visual identity for the documentary.
- Art direction, storyboard, design, illustration and animation.
- Led and mentored a team of 7 motion designers and frame-by-frame animators.
- Set up and monitored processes, project timelines, documents, meetings and coordinated communication between the team and the documentary director.

Full-time positions

SENIOR MOTION DIGITAL DESIGNER
Hungry Jack's (April 2021-April 2022)

- Art direction and content creation for the Hungry Jack's website, app and CRM/EDM channels.
- Static and video advertising for social media platforms: Facebook, Instagram, Snapchat, TikTok and Twitter.
- Motion design for digital signage in major Australian stadiums.
- Video editing and motion design for digital menu boards: in-store and drive-through.
- Graphic and motion design for broadcast: TVC, lower thirds, banners.

HEAD OF SOCIAL DESIGN
Present Company (March 2016-April 2017)

- Responsible for managing and mentoring a team of 7 creatives.
- Ensured that the quality output from the studio was of a high standard and conformed with our clients' branding and strategy.
- Oversaw designs for 30+ brands on social media.
- Art direction.
- Creation of campaigns and projects from ideation to completion, including animations, Facebook canvases, Instagram feeds, etc.

DIGITAL DESIGNER
Present Company (March 2015-March 2016)

- Creation of social media content for 15+ brands.
- Ideation, storyboarding, assets creation, animation and audio mixing.
- Designed presentations and templates for pitches and reports.
- Photo retouching.
- Brands visual and social media strategy refresh.

