

VERONICA BENATAR

Brand & Creative Designer

profile

Brand & Creative Designer with 10+ years of experience building thoughtful brands through creative direction, branding, marketing and visual storytelling. Passionate about creating cohesive brand experiences across product, digital and physical touchpoints, with a keen eye for detail and intentional design.

education

Miami International University of Art & Design (2012 - 2016)

Bachelor of Fine Arts in Graphic Design.

experience

Parallel Designs | Creative Director (2018 - Present)

- Built and evolved a premium lifestyle brand through creative direction, product development and cohesive brand experiences across digital and physical touchpoints.
- Developed the brand identity, product collections, packaging, ecommerce experience and seasonal campaigns.
- Directed photoshoots, visual storytelling, content creation and creative production.
- Designed creative assets across email marketing, paid campaigns, social media and digital platforms.
- Collaborated with manufacturers and production partners to develop new products while maintaining a cohesive brand experience.

Rise Village | Brand & Creative Lead (2026 - Present)

- Led the brand's creative vision across digital and physical experiences.
- Designed and managed the website, creative assets for paid campaigns, social media and marketing initiatives.
- Helped shape the customer experience through the visual redesign of the space and implementation of new creative concepts.
- Developed content strategies and ensured brand consistency across all communication channels.

Baby Noomie | Social Content & Creative Production (2024 - 2026)

- Created social content aligned with the brand's visual identity and seasonal campaigns.
- Assisted with creative production, lifestyle photoshoots and on-set styling.
- Supported content planning, art direction and visual storytelling across digital platforms.
- Helped maintain a cohesive and elevated brand presence.

Uplight Group | Marketing & Creative Designer (2024 - 2026)

- Led creative marketing initiatives across digital and print platforms.
- Developed marketing campaigns, websites, presentations and promotional materials.
- Maintained visual consistency across multiple customer-facing touchpoints.
- Collaborated with leadership to strengthen the overall brand presence.

JV Creative Studio | Creative Director (2017 - 2023)

- Specialized in branding and event experiences.
- Developed visual identities, invitations, signage, printed materials and event branding.
- Directed creative concepts from mood boards through final execution.
- Collaborated closely with clients to create thoughtful and cohesive visual experiences.

Spotify | Visual Designer (2018 - 2019)

- Designed campaign and marketing assets aligned with Spotify's global brand guidelines.
- Created digital campaign creatives while maintaining a consistent visual language across platforms.
- Contributed to branded marketing materials for digital initiatives.

skills

Brand Strategy & Identity
Creative Direction
Brand Management
Visual Design
Campaign Development
Creative Marketing
Social Media Strategy
Event Design & Styling

Content Strategy
Art Direction
Photography Art Direction
Creative Production
Packaging Design
Product Design
Digital Experience
Email Marketing

Adobe Creative Suite
Figma
Shopify
Klaviyo