

VERONICA LITTLE

Creator | Writer | Designer

Holistic designer with a background in Psychology, blending research, intuition, and creativity to shape experiences that feel genuine and engaging. Skilled in social media strategy, UX, web, and brand design, Figma, and Adobe Creative Suite.

Portfolio: holisticallydesigned.com LinkedIn: linkedin.com.

SKILLS AND EDUCATION

Adobe Creative Suite (Illustrator, Photoshop, After Effects – novice, Premiere Pro – novice), Figma, typography, layout, motion design, animation, video editing, product graphics, custom icons, and illustrations. UX & Research: UX design, user research, data analysis, web design, brand identity, brand guidelines, accessibility, and user-centered strategy. Marketing & Communication: Social media content design, digital ads, marketing strategy, persuasive and creative writing, editing, and visual storytelling. Excellent communication, collaboration in cross-functional teams, administrative and technical support, customer service, and fluency in English and Spanish.

ASSOCIATE OF ARTS IN ENGLISH 2022 - 2024
Tyler Junior College

BACHELOR OF ARTS IN PSYCHOLOGY 2024 – (May 2026)
University of Texas at Tyler
Minor: Graphic Design

EMPLOYMENT HISTORY

PSYCHOLOGY GRAPHIC DESIGN INTERNSHIP May 2025 - August 2025
The Evie Effect

- Managed social media campaigns (#StigmaFreeSummer and Therapists Speak), boosting Facebook engagement from ~3% to 8% per post through targeted visuals and accessible messaging.
- Designed educational and marketing materials in Adobe Creative Suite, supported by research to ensure accuracy, inclusivity, and audience relevance.

TECHNICAL/CUSTOMER SUPPORT REPRESENTATIVE 2020 - Dec 2024
Carnegie Learning (Seasonal) and DOT Compliance Group

- Resolved device and EdTech platform challenges with an 85%+ case resolution rate and consistent customer satisfaction.
- Developed clear, user-friendly training materials to streamline onboarding and support customer accessibility.
- Assisted industry owners with FMCSA compliance through effective customer service and guidance.

MUNITIONS SPECIALIST 2014 – 2020
United States Air Force

- Led and collaborated with cross-functional teams to maintain safety and precision in munitions handling during operations.
- Developed strong organizational and problem-solving skills while managing high-stakes logistics

COURSES AND CERTIFICATES

GOOGLE UX DESIGN CERTIFICATE 2024
Coursera

GOOGLE AI ESSENTIALS 2024
Coursera

META FRONT-END DEVELOPMENT CERTIFICATE (IN PROGRESS)