

Bianca Smith

Brand & Graphic Designer

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experience

Studio Local B | Brand & Graphic Designer

Jan 2025 – Present

Remote · Freelance

- Deliver end-to-end brand identity systems from logos, visual toolkits, print collateral, newsletters, and web design for local businesses and mission-driven clients
- Own the full creative process from brief through final delivery using Adobe Creative Suite and Figma, maintaining organized working files throughout
- Integrate generative AI tools (Adobe Firefly, Canva AI) into my design workflow to accelerate ideation and expand creative output while maintaining a high bar for craft

Verizon | Communications Specialist

Mar 2023 – Sep 2024

Finance Talent Development

- Led UX and visual design for a modernized finance learning platform, clarifying navigation and content hierarchy for complex role-based needs
- Built consistent visual identity across newsletters and modules using grid layouts and typography systems, lifting platform adoption 20–35%
- Ran full discovery-to-delivery cycles, partnering with product owners and engineers, building user flows and high fidelity mockups, and validating design decisions against stakeholder metrics

Verizon | Graphic Designer

Aug 2019 – Mar 2023

Go-To-Market, Systems & Experience

- Co-led brand and UX designs for the “Discover Daily” sales platform, unifying visual identity across 10+ enterprise programs and sales teams
- Applied Verizon’s enterprise design system across tools and channels, maintaining component consistency and brand standards at scale
- Collaborated with engineers and product managers through agile sprints, design reviews, and UAT to keep execution precise and on schedule

*** For earlier sales experience and career background, visit [linkedin.com/in/bbiancas](https://www.linkedin.com/in/bbiancas)*

tools & skills

AI tools (ChatGPT, Claude, etc.)
Adobe (Illustrator, Photoshop,
Firefly, After Effects)
Figma · Canva · Wix · Duda
PowerPoint
Campaign Design & Analytics

Newsletter & Internal Communication
Cross-Functional Collaboration
Brand Governance & Style Guides
Email Marketing
Multi-Channel Campaign Design
Typography & Layout

education

*Bachelors of Science, Digital Arts, **University of Oregon***