

Bianca Smith

Brand & Graphic Designer

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experience

Studio Local B | Brand & Graphic Designer

Jan 2025 – Present

Remote · Freelance

- Designing and maintain web pages and landing pages using Wix, including content updates, image optimization, and layout adjustments for mobile and desktop
- Leading full creative process from brief through final production using Adobe Creative Suite, Figma, and Wix
- Leveraging AI tools including Adobe Firefly and Canva AI to accelerate ideation and expand creative output

Verizon | Communications Specialist

March 2023 - Sep 2024

Finance Talent Development

- Managed distribution and performance tracking of monthly e-newsletter via Poppulo, maintaining 69.5% open rate and 14% CTR across 5,300+ recipients
- Led end-to-end rebrand of Finance Academy internal learning platform visual identity, content design, and UX driving adoption through cohesive brand alignment
- Created branded assets for campaigns, learning resources, and executive communications using Adobe Creative Suite and Poppulo
- Collaborated cross-functionally with L&D, product, and communications teams ensuring visual consistency across all channels

Verizon | Graphic Designer

Aug 2019 - Mar 2023

Go-To-Market, Systems & Experience

- Managed Unboxd, a mobile-first internal site for 10,000+ sales reps providing real-time access to product launches, promotions, and brand guidelines
- Designed promotional bundles and product tiles with clear visual hierarchy enabling reps to quickly understand and sell complex product combinations
- Translated complex GTM information into visually engaging digital assets using Adobe Creative Suite and Duda, supporting retail sales performance and YoY growth

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

tools & skills

AI tools (Perplexity, CoPilot, etc.)
Adobe (Illustrator, Photoshop,
InDesign, After Effects)
Figma · Canva · Wix · Duda
Typography & Editorial Design
Campaign Design & Analytics

Newsletter & Internal Communication
Cross-Functional Collaboration
Brand Governance & Style Guides
Email Marketing
Brand Systems & Visual Identity
Social Media Content (Graphics)

education

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