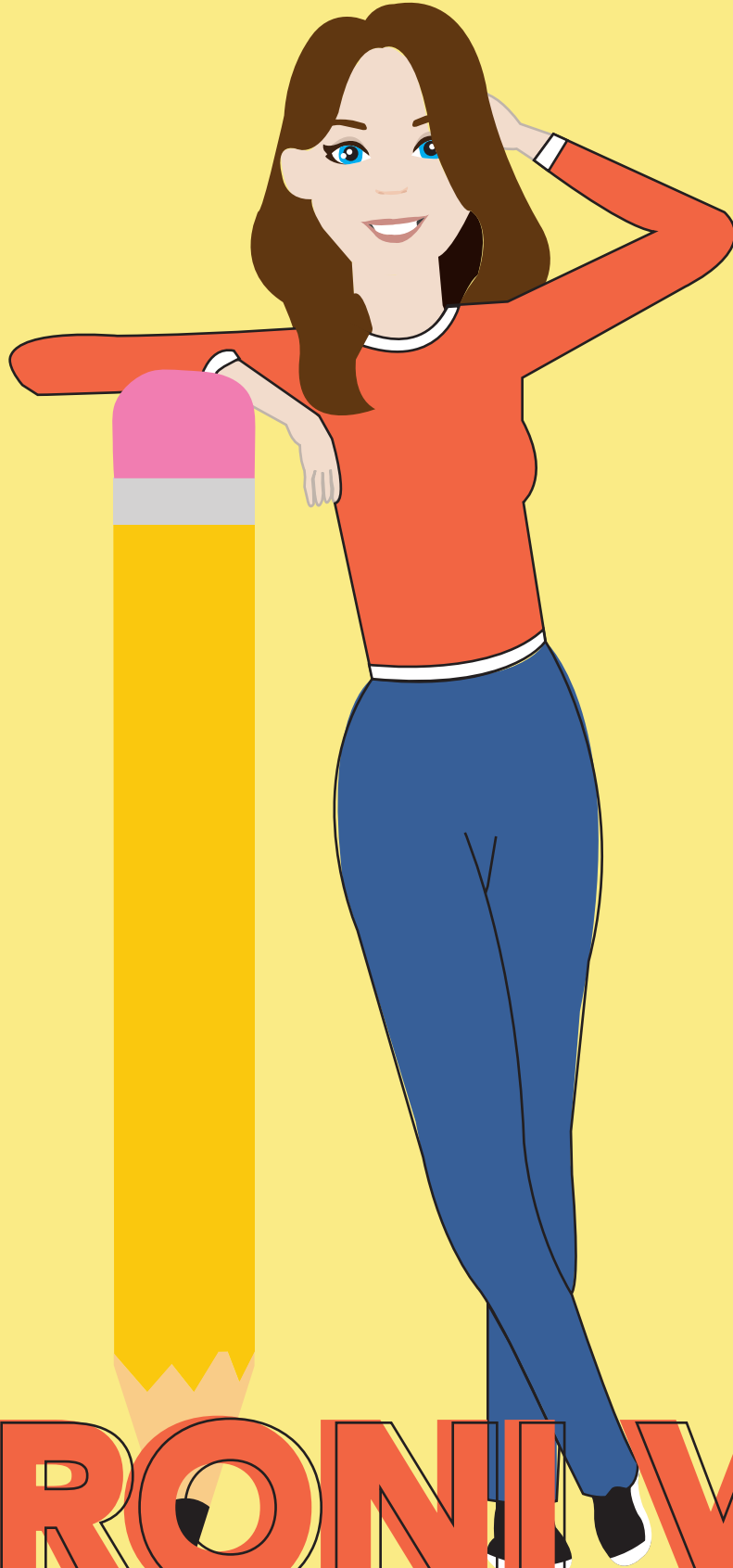


PORTFOLIO



RONIV.

STUDIO

BRANDING

- ROBINSONS

APP & WEB DESIGN

- FOR TIPS SAKE
- FLINT ROLLER DERBY

ILLUSTRATION

- BE SMART. DON'T START.
- CHOOSE RIGHT. FEEL THE LIGHT

Hello, I'm Veronica!

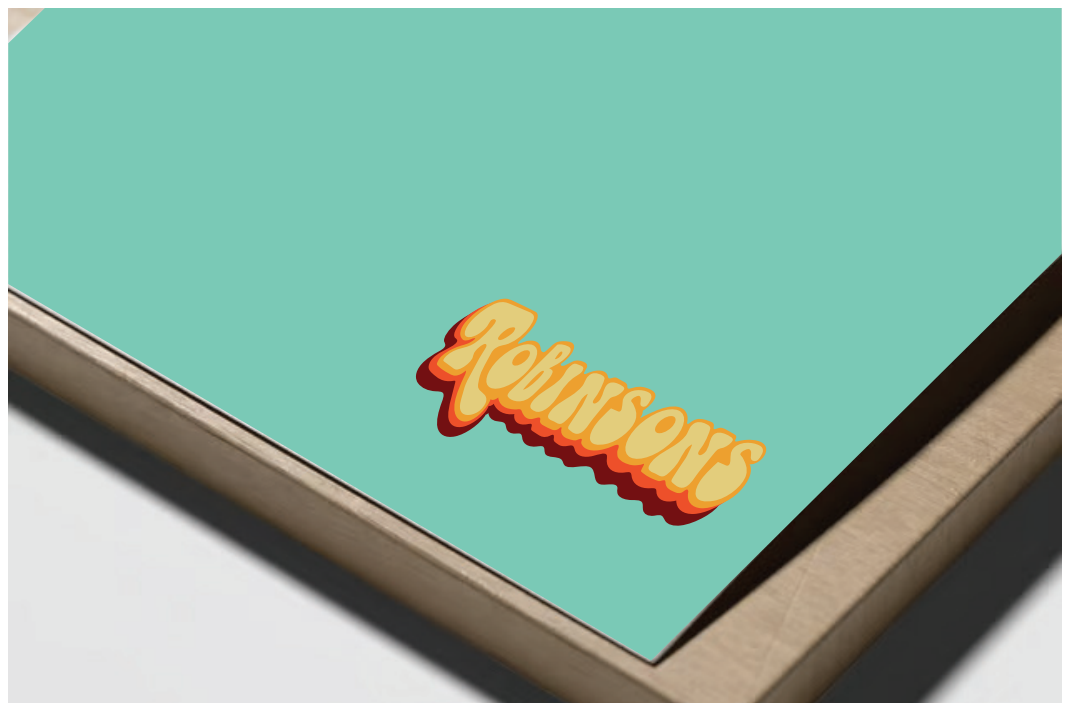
I'm a graphic designer with a focus on illustration through Adobe Illustrator. My work is rooted in advocacy, using design as a way to support and amplify stories of addiction and recovery. I believe in the power of visual storytelling to bring awareness, spark, connection, and promote healing.



Robinsons Adobe Illustrator 2020

When I participated in a Corporate I.D. course, the over all project vwas focused on creating a branding guide line for a fictional business. The first step of the assignement was to create a full stationery kit for a business of our choice. I designed a fictional roller rink called **Robinsons**, drawing inspiration from retro aesthetics and classic roller rink culture. The brand identity centers around a nostalgic color palette featuring teal blue, vintage red, and warm yellow tones to capture the fun, energetic vibe of the past.

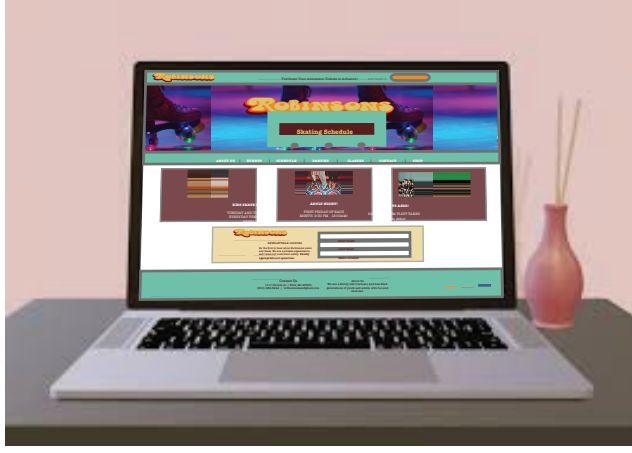
Using Adobe Illustrator, I developed a cohesive visual system that includes a business card, letterhead, envelope, and supporting brand elements. A key design was the outline of a skate wheel, which I transformed into bold retro-inspired circles and stripes to create rhythm and movement across the materials. The final result is a playful yet professional stationery kit that reflects the lively personality of **Robinsons** while maintaining a strong, unified brand presence.



BRANDING



STATIONARY



WEBSITE



BRANDING
GUIDELINES

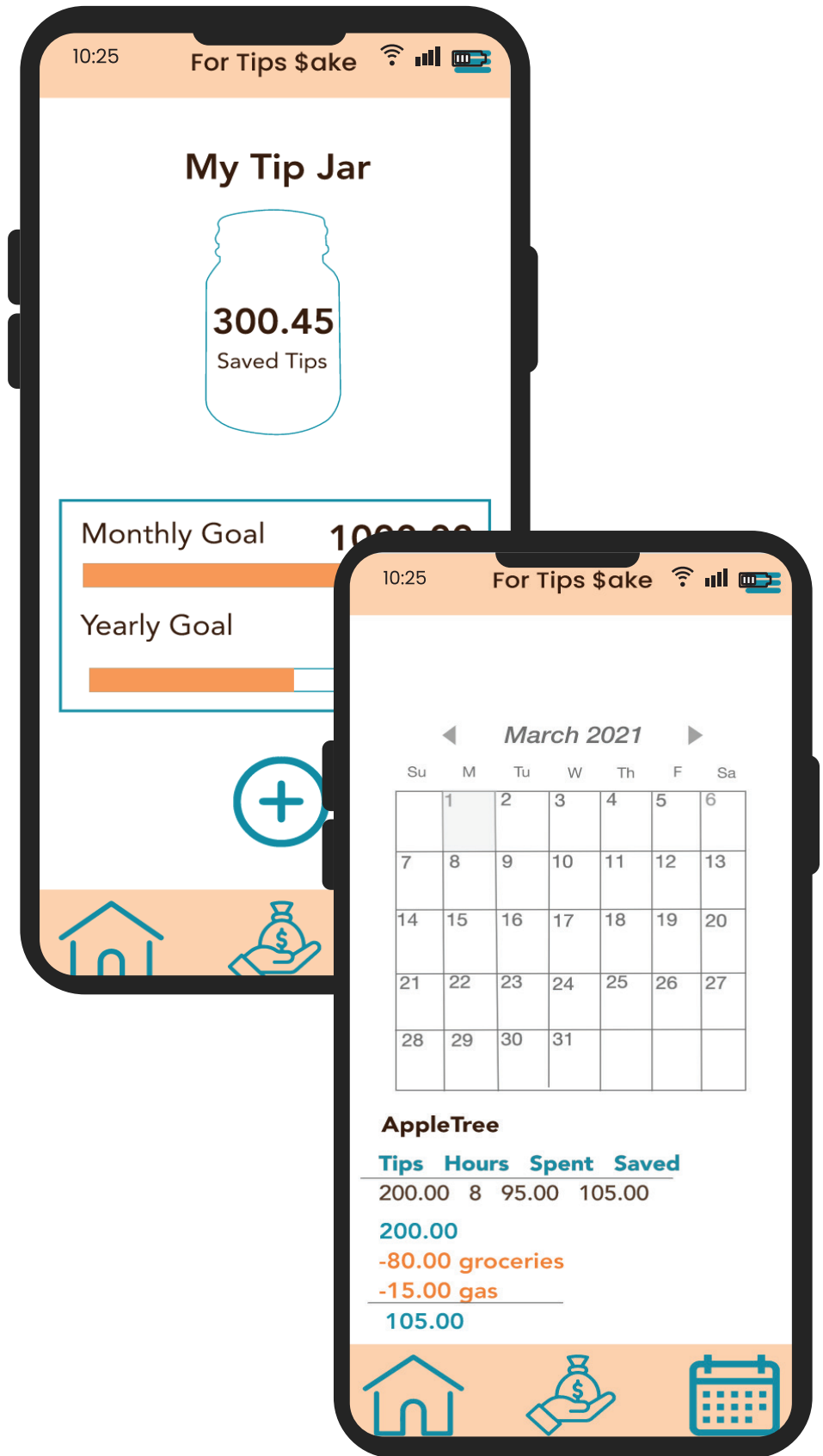
For Tips \$ake Adobe Illustrator, Adobe XD 2021

For this graphic design project, we were asked to conceptualize and design an app that we believed served an important purpose. I created ***For Tips \$ake***, a budgeting and income-tracking app specifically designed for waitresses and service industry workers to easily log, track, and report their tip wages. The app also allows users to link their bank accounts and manage bills, providing a complete picture of their finances in one place.

The visual identity of TipJar centers around a friendly, approachable logo; a mason jar filled with money, symbolizing savings and financial mindfulness. The color palette features a balance of warm red-orange and cool blue-green tones, creating a modern, energetic feel. The design process focused on accessibility, simplicity, and functionality, making ***For Tips \$ake*** both a practical tool and a visual experience tailored to the everyday needs of service workers.



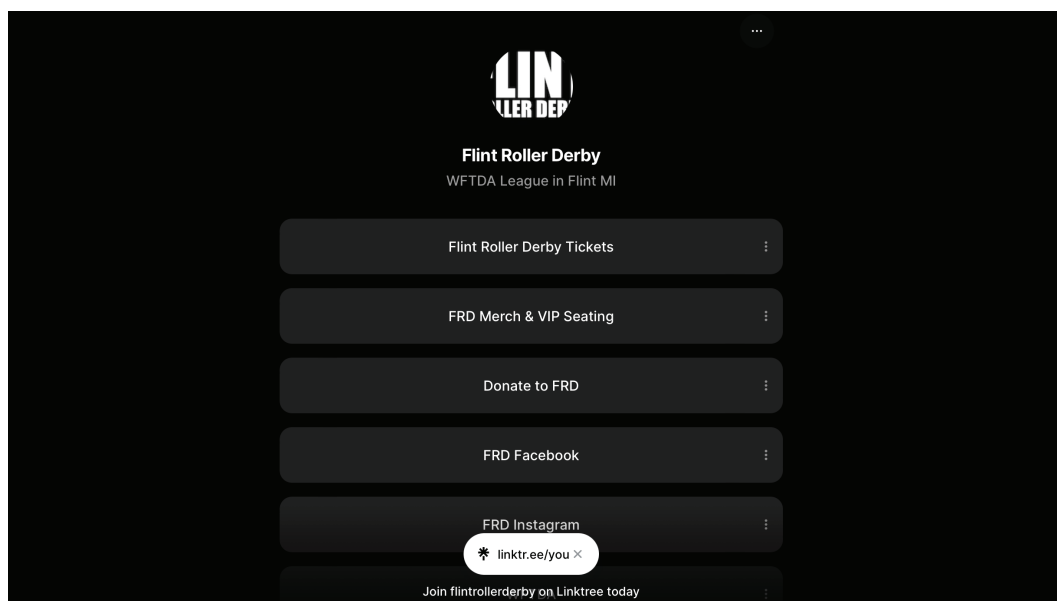
APP & WEB DESIGN



flintrollerderby.com Figma 2023

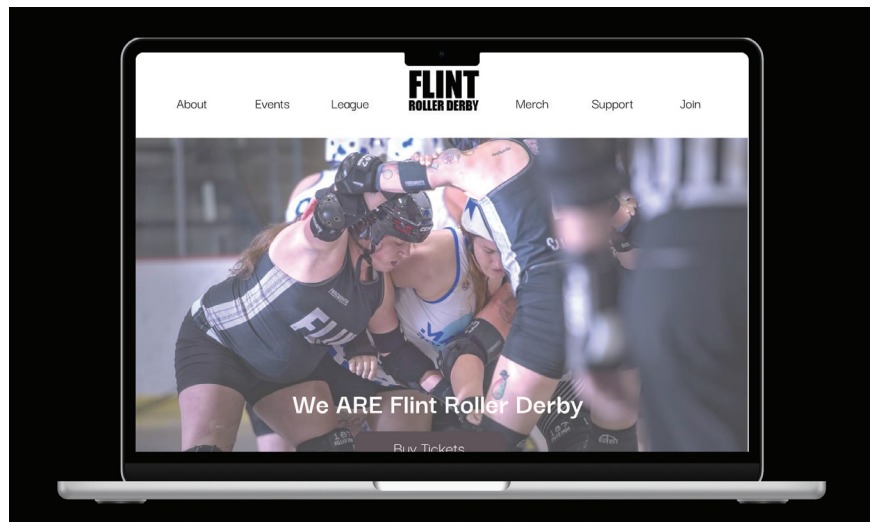
In this project, we were challenged to choose an existing website that could benefit from a visual and functional redesign. I chose **Flint Roller Derby**, a local team whose current online presence relies on a basic Linktree setup with minimal design and navigation. My goal was to create a more engaging and organized website that better represents the team's energy, community, and identity.

Using Figma, I designed a site with clear navigation and dedicated pages including Home, About, Support, Merch, and League. The redesign leans into the team's signature colors; pink, white, and black, while also incorporating green, a color used in their branding even if not currently reflected online. To bring authenticity and personality to the site, I used imagery captured by local photographers, showcasing real players and moments from the rink. The result is a bold, functional design that highlights the team's spirit and creates a more cohesive digital home for fans and supporters.

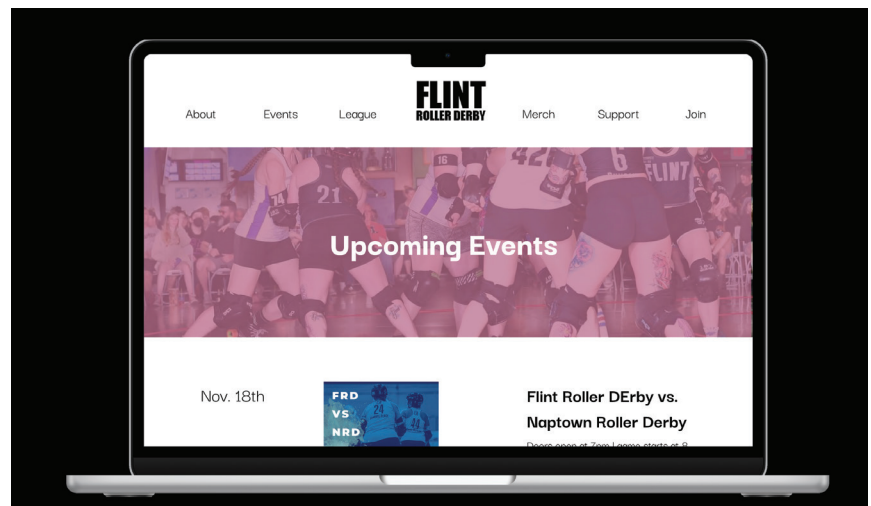


ORIGINAL WEBSITE

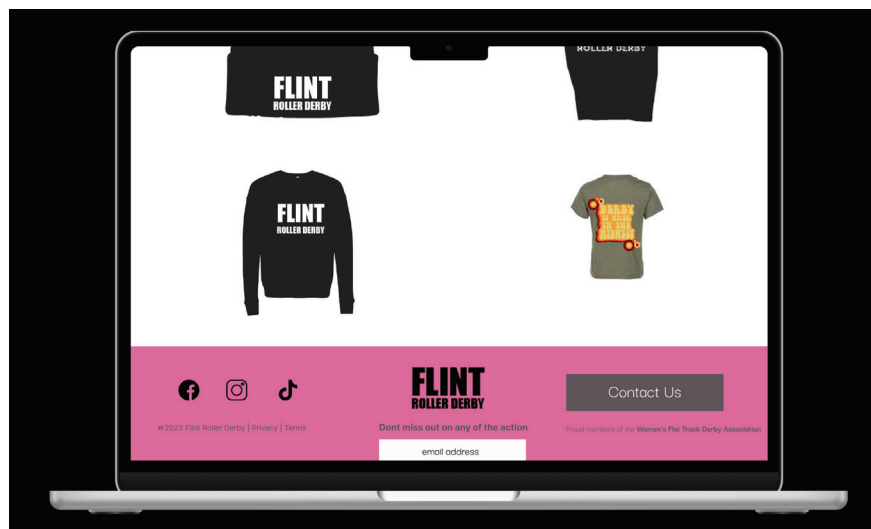
APP & WEB DESIGN



HOME PAGE



EVENT PAGE



MERCH PAGE

"Be Smart, Don't Start." "Choose Right, Feel The Light." Adobe Illustrator, Adobe InDesign 2023

For this graphic design project, we were tasked with creating and illustrating a book of our choice. I chose to develop a children's book series with a deeper message, aimed at both young readers and adults. The series is designed to gently introduce the topics of addiction and recovery through a child-friendly lens, using storytelling and illustration to spark understanding and empathy.

The first book, *Be Smart. Don't Start*, is set in a forest and follows a bear named Bear, who struggles with an addiction to berries. With the support of his friends, Raccoon and Owl, Bear begins his journey toward sobriety. The second book, *Choose Right, Feel the Light*, continues Bear's story as he navigates everyday life in sobriety, learning how to cope with challenges through the guidance of the 12-step program — with Raccoon and Owl by his side. The visuals, created in a soft, approachable style, and the thoughtful, age-appropriate language aim to make a difficult topic accessible and hopeful for all readers.



ILLUSTRATIONS



ILLUSTRATIONS

