

# Vanessa Weeden

Photographer & Graphic Designer



## CONTACT

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## SKILLS

Communication  
Collaboration  
Creativity  
Organization  
Adobe Creative Suite  
Digital Photography  
35mm Analog Photography  
Digital File Handling & Organization  
Layout & Composition  
Branding  
Eye for Detail  
Understanding Space  
Social Media (Facebook, Instagram, TikTok)

## EDUCATION

**B.S. in Art, University of Wisconsin  
Madison**

Emphasis: Graphic Design &  
Photography

**Study Abroad Program, SRISA**  
Florence, Italy

## EXPERIENCE

**Synqronus Communications**  
Senior Graphic Designer & Photographer  
July 2020 - April 2022

Working for Synqronus Communications, I was the senior designer for both internal and client content. I followed a multi-stage process to design collateral including but not limited to branding, social media, publication, packaging, web assets, etc. I worked collaboratively with the art director, copywriter, videographer, and web developer to create designs consistent with client briefs and expectations.

As a photographer, I planned, directed, and executed photoshoots including but not limited to portrait, event, and product photography in both studio and natural settings. I was responsible for the post-production and file handling for all photos.

**Freelance**  
Photographer  
2016 - Present

As a freelance photographer, I plan, organize, and conduct photoshoots for families, couples, weddings, and events. I communicate with clients, perform appropriate research for each shoot, use technical equipment, process images, and self-market.

**Freelance**  
Graphic Designer  
July 2021 - Present

As a freelance designer, I focus on brand identity creation. I create conceptual ideas for brands (new & existing), then design collateral including brand suites, identity guides, and various cohesive elements.

**UW Madison Digital Collections**  
Digital Conversion Specialist & Photographer  
May 2019 - May 2020

As an archival photographer at UW Madison, I handled, documented, and photographed cultural heritage materials and ephemera including books, journal series, manuscript collections, photographic images, slides, maps, prints, and posters. I was responsible for post-processing, quality control, and organization of digital image files.



References available upon request.