

Hi, I'm Veronica.

I design visual systems
that help organizations
turn ideas into action.

| design portfolio

mveronicalinares.com



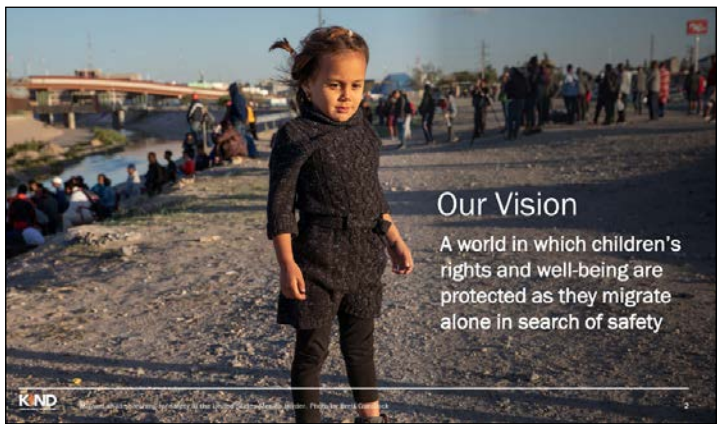
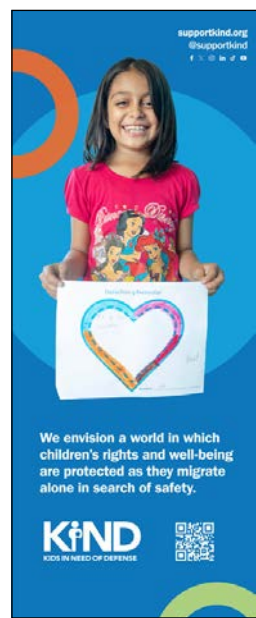
KIND Brand System Overhaul

Role. Art direction, design system development

Client. Kids in Need of Defense (KIND)

Challenge. Unify and modernize KIND's 14-year-old brand, which lacked a formal design system and accessible visual standards.

Approach. As the organization's first graphic design manager, I led a full brand system refresh, expanding the color palette with WCAG-compliant combinations and formalizing typography standards.



To encourage adoption, I created templates for presentations, reports, and digital assets, along with usage guidelines and staff trainings.

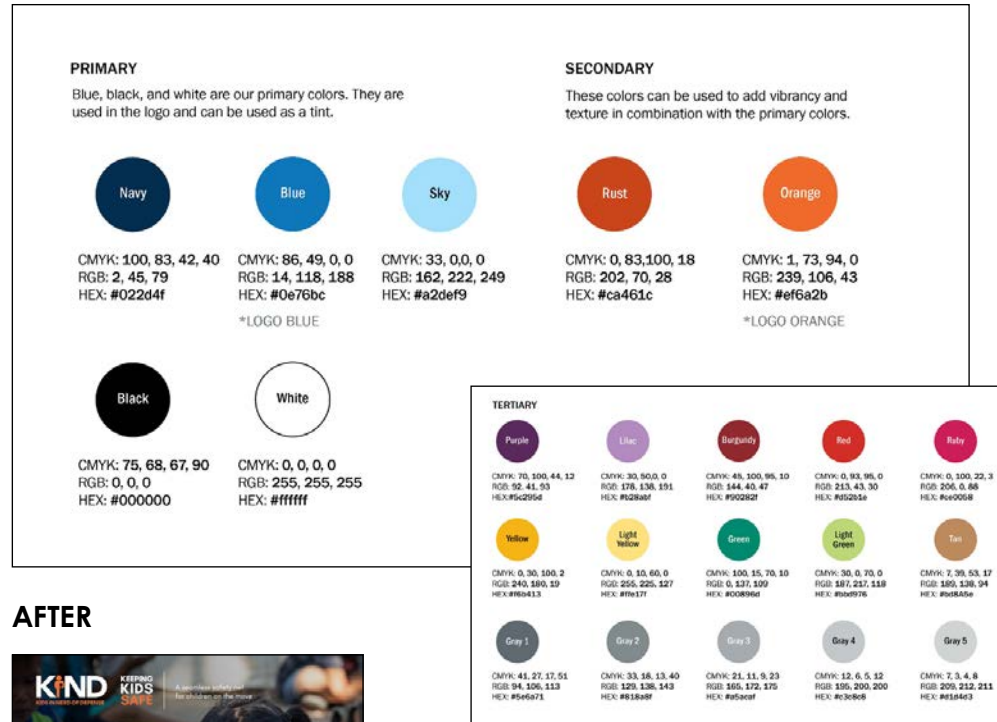
Accessible Color System

Role. Art direction, color system development

Client. Kids in Need of Defense (KIND)

Challenge. Expand KIND's color palette to allow readable, web-accessible combinations while retaining the brand essence and honoring the legacy logo.

Approach. To improve readability, I elevated KIND's navy, blue, and sky tones as primary colors. Orange, which created contrast issues with white and blue type, was repositioned as an accent color. I introduced darker shades—including rust and navy—to enable a wider range of high-contrast compositions while preserving the brand's character.



AFTER



ACCESSIBLE COLOR COMBINATIONS WITH NEW PALETTE



BEFORE



I addressed two key issues with KIND's previous style guide:

1. Its limited color palette, which made typography recede into the background.
2. A child-like visual identity that no longer aligned with the organization's programmatic work.



"Things have to move faster, further...Decisions can't just be left to when a government wants to do something."

YVONNE AKI-SAWYERS
Mayor of Freetown, Sierra Leone

transformingtransportation.org | February 3-5 | #TTDC21
Reimagining Safe And Resilient Mobility For Recovery

TRANSFORMING >>
TRANSPORTATION

Digital + Print Campaign

Role. Graphic design, identity refresh and maintenance

Client. The World Bank + World Resources Institute

Challenge. Refresh the visual identity for Transforming Transportation, a global conference convening policymakers, researchers, and industry leaders around sustainable mobility.

Approach. I led the visual refresh and art direction across three conference cycles. The redesign evolved the legacy brand into a flexible system suited for digital events, presentations, and social media.

TRANSFORMING >>
TRANSPORTATION
Leading the Global Debate on Sustainable Transport & Mobility

Feb 16-17 2022 | All-Virtual #TTDC22

CLIMATE-CENTERED MOBILITY FOR A SUSTAINABLE RECOVERY



FORUM THEMES >>

- Transport in the light of COP26 & COVID-19
- Green logistics & connectivity
- Green mobility & accessibility
- Resilient mobility systems
- Zero-emission vehicles
- NEW:** A dedicated event for Asia-Pacific region

A GLOBAL REACH

5,000 participants anticipated

130 countries represented

100+ speakers from government, the private sector & academia

Raise your visibility. Become a sponsor!

TransformingTransportation.org
Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities

TRANSFORMING >>
TRANSPORTATION

February 3-5 | All-Virtual Event

Join sustainable mobility leaders in a global virtual event to rethink mobility.

REGISTER NOW

Co-hosted by World Bank Group and WRI Ross Center for Sustainable Cities

TRANSFORMING >>
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All-Virtual Event | February 16-17, 2022 | #TTDC22

LEAD SPONSOR: INVESTIGATOR
CLIMATE-CENTERED MOBILITY FOR A SUSTAINABLE RECOVERY

>> FORUM PLENARY THEMES

- Transport in light of COP26 and the fallout of COVID-19
- Green logistics and connectivity
- Green mobility and accessibility
- Resilient mobility systems
- Zero emission vehicles
- Dedicated session for Asia-Pacific time zone

>> STRUCTURE

- 2 days*1 overnight session (ET time zone) of live broadcast
- Virtual Knowledge Exhibitions: Virtual booths
- 6 plenaries and 18 high-level technical sessions
- Live networking
- Interactive platform with live & pre-recorded content

TransformingTransportation.org
Leading the Global Debate on Sustainable Transport & Mobility

TRANSFORMING >>
TRANSPORTATION

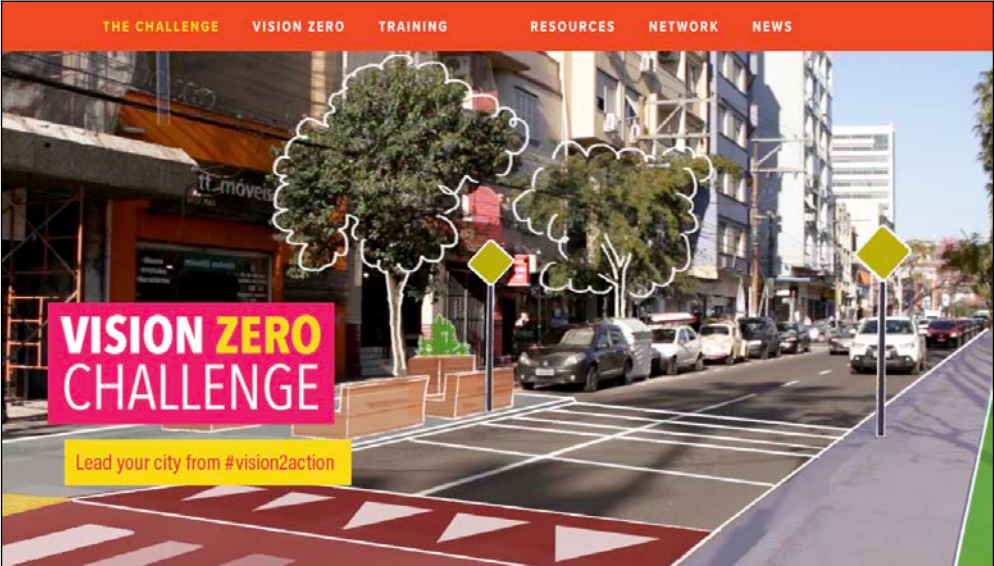
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REGISTER NOW

At the core was the conference's double-arrow motif, a symbol of forward motion. I expanded it into a graphic device used to frame headlines, speaker features, and key messaging.



The **Vision Zero Challenge** is a rallying cry to city leaders to save lives by taking bold actions on road safety.

The challenge highlights leadership in implementing a Vision Zero approach to road safety.

Vision Zero is a new approach to road safety that has become a global phenomenon. But too often, strong commitments are not followed by equally strong action and implementation. The Vision Zero Challenge spotlights the importance of moving from **#vision2action** by celebrating those cities that are taking responsibility for road safety and providing the targeted support that their political and technical leaders need to develop a safe mobility system in reality.

This challenge exposes city leaders to the tangible actions needed to implement a Vision Zero approach to road safety, helping them reflect on how to start implementing a paradigm change and then to act on this implementation. A few outstanding cities will be recognized for their progress, commitments or actions as **#Vision2Action Champions**.

+ OUR JURY



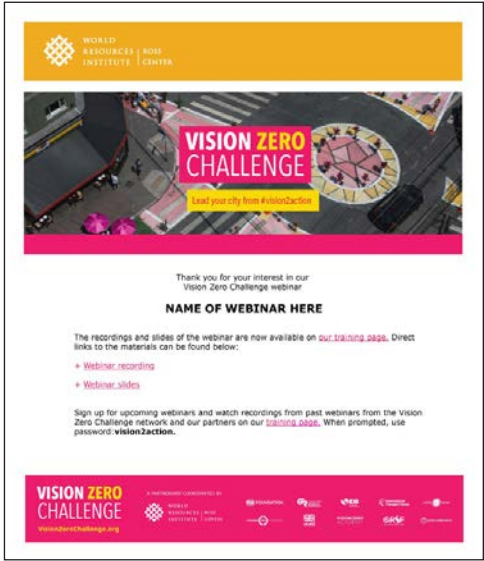
Website Design + Email Campaign

Role. Web design, web production, graphic design

Client. Vision Zero Challenge

Challenge. Design a digital platform to launch the Vision Zero Challenge—an international initiative promoting road safety leadership.

Approach. I led UX and visual design for the website and supporting campaign assets. The information architecture prioritized clear navigation for multiple audiences including city officials, researchers, and advocates. Custom CSS modules helped organize dense policy content without overwhelming users.



The digital platform supported by branded email and social templates, maintained a cohesive campaign presence.

The United States wants to charge unaccompanied children to seek safety

Apprehension by Customs and Border Protection	\$5,000
Release to sponsor (family or guardian)	\$8,500
Request a delay in court to find a lawyer	\$100
Apply for Special Immigrant Juvenile Status	\$500
Apply for asylum	\$1,000
Apply for a work permit based on asylum	\$550
Wait six years while asylum is pending*	\$600
Renew work permit two times	\$1,100

Total cost owed to the U.S. **\$17,350**



Social-First Campaign

Role. Art direction, concept design, graphic design

Client. Kids in Need of Defense (KIND)

Challenge. Respond quickly to new immigration legislation affecting KIND's clients.

Approach. Within 24 hours, I conceived and art directed a social-first campaign framing the legislation as an "invoice" to visualize its financial and human cost. I developed the concept, messaging structure and visual assets for cross-platform distribution.

PAST DUE

\$17,350

This is what a child
would owe to seek safety
in the United States



The campaign translated dense policy into a shareable visual narrative and became KIND's most-engaged Instagram post the month it was published.

PASOS PARA REUNIRTE CON TU FAMILIA POR CAM

¿Qué puede hacer KIND?

- Brindarte información sobre el proceso.
- Prepararte para la entrevista.
- Contestar tus preguntas.

¿Qué es CAM? 1
El Programa para Menores Centroamericanos o CAM es un programa de reunificación familiar. Para que estés en el programa CAM, tu mamá o papá debe llenar una solicitud y pedir que viajes a EEUU para vivir juntos.

¿Cómo funciona CAM? 2
En este programa es posible que te den Refugio o Parole.

El refugio es una 3
protección para las personas que tienen miedo de estar en sus países, por razones específicas.

También pueden darte Parole 4
que es un permiso para que vivas en Estados Unidos con tu familia, por tres años.

¿Cómo puedo saber si califico para el refugio o parole? 5
El gobierno de EEUU te entrevistará y luego determinará si puedes viajar.

KIND puede ayudarte con el proceso 6

¡Visítanos para ver si eres elegible o para referir tu caso!

La asistencia de KIND es gratuita y confidencial.

@supportkind f x @ in d

Outreach Campaign

Role. Art direction, graphic design

Client. Kids in Need of Defense (KIND)

Challenge. Explain the CAM Program and legal reunification pathways to children and families.

Approach. I designed a series of kid-friendly flyers using familiar Latin American games to make complex immigration information approachable for children and youth aged 2–18. I simplified the information architecture and collaborated with program staff to refine the messaging.

PREPÁRATE PARA TUS ENTREVISTAS CAM

Una vez que te hayan llamado de la Organización Internacional para las Migraciones para programar la entrevista, toma en cuenta las siguientes recomendaciones:

- ¿Qué debo informar a KIND antes de la entrevista?
- ¿Qué debo llevar?
- ¿Quién debe presentarse en las entrevistas?

CAM GUIA DEL PROCESO ADN

1. TOMA DE BIOMETRÍA PARA PROSEGUIR CON EL PROCESO CAM
2. AGENDAR CITA EN ESTADOS UNIDOS
3. AGENDAR CITA EN PAÍS DE ORIGEN
4. RECEPCIÓN DE RESULTADOS

ETAPAS DEL PROCESO CAM

1. TOMA DE BIOMETRÍA PARA PROSEGUIR CON EL PROCESO CAM
2. AGENDAR CITA EN ESTADOS UNIDOS
3. AGENDAR CITA EN PAÍS DE ORIGEN
4. RECEPCIÓN DE RESULTADOS
5. AGENDAR CITA EN ESTADOS UNIDOS
6. AGENDAR CITA EN PAÍS DE ORIGEN
7. RECEPCIÓN DE RESULTADOS
8. AGENDAR CITA EN ESTADOS UNIDOS
9. AGENDAR CITA EN PAÍS DE ORIGEN

For this project, I advocated for broader use of KIND's tertiary color palette to balance brand compliance with audience needs.

Animation

Role. Art direction, motion design, concept design

Client. Kids in Need of Defense (KIND)

Challenge. Communicate the impact of shifting immigration policies on children.

Approach. I led concept development and design for a motion graphic translating complex policy data into a clear narrative. Style frames, structured typography, and iconography helped clarify key statistics and pacing.

More than
26,000

unaccompanied children
just lost
legal representation.

This many unaccompanied children lost their lawyers last week.

More than
26,000

unaccompanied children
just lost
legal representation.

They now face immigration
court alone without a lawyer
to defend them.

Each icon stands for 6 unaccompanied children.



This many unaccompanied children lost their lawyers last week.

The animation reframed abstract numbers into an accessible narrative about the scale of children affected by these policies.



Editorial Layout

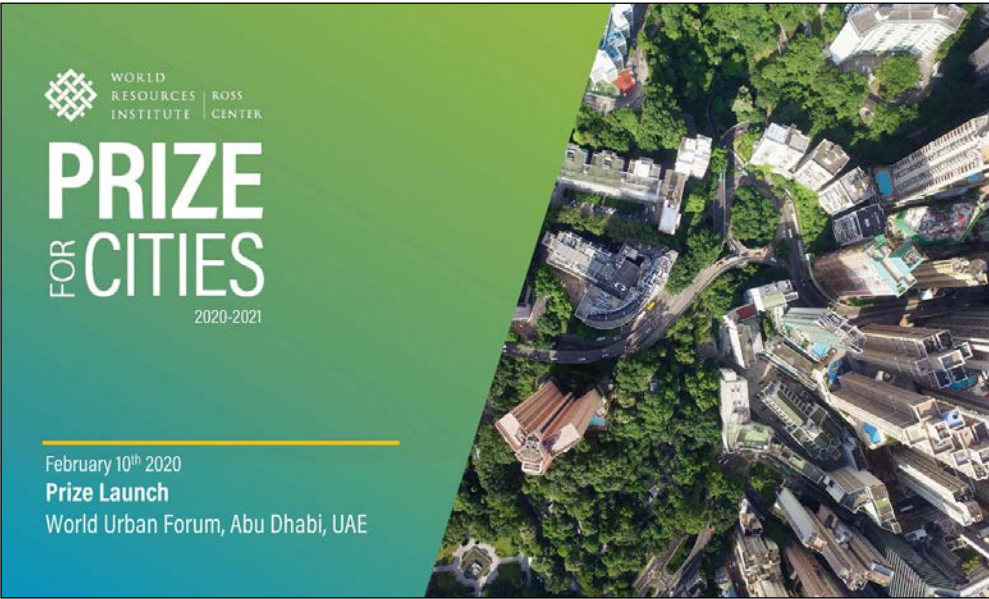
Role. Art direction, concept design, graphic design, typesetting

Client. Kids in Need of Defense (KIND)

Challenge. Design educational toolkits explaining the rights of immigrant youth.

Approach. For the toolkit I used a modular grid system that allowed me to lay out different word counts evenly across page spreads.





Presentation Design

Role. Presentation design, graphic design

Client. WRI Ross Center for Sustainable Cities: Prize for Cities

Challenge. Design a presentation system to announce a new cycle of the global Prize for Cities at the World Urban Forum 2020 and encourage submissions.

Approach. I developed a visually driven deck system combining strong typography, structured data visualization, and a refined color hierarchy to elevate the prize's global positioning. The modular layout allowed adaptation for diverse audiences, from city leaders to institutional partners.



The system strengthened the prize's visual identity and supported outreach efforts across international stakeholder groups.

**Thanks for taking
a look.**

Reach out to me at mveronicalf@gmail.com.