

M. Veronica Linares

visual communications

experience

Kids in Need of Defense (KIND)

Art Director | Aug 2022 - Present

Art Direction + Editorial Visuals

- Lead art direction and concept development across digital and print campaigns, translating complex policy issues into clear visual narratives for advocacy and fundraising audiences.
- Develop and maintain accessible visual systems and templates with embedded 508 compliance.
- Produce multilingual visual assets for global outreach and stakeholder engagement.
- Collaborate with editorial, legal, and program leadership to align design with strategic goals and mission-critical messaging.
- Commission and art direct illustrators, motion designers, and creative vendors to produce campaign visuals, reports, and digital storytelling assets.

Lineas Creative

Freelance Web & Graphic Designer | Dec 2021 - Present

Brand Identity + Client Direction

- Direct brand identity development for mission-driven clients
- Design static and motion-based campaigns for web and social

WRI Ross Center for Sustainable Cities

Communications Associate | Apr 2019 - Feb 2022

Visual Storytelling + Campaign Design

- Art-directed web projects and microsites integrating user-experience considerations with visual strategy.
- Produced campaign visuals and data-forward assets for international audiences, supporting presentations at major global forums like the World Urban Forum.
- Collaborated with editorial and digital teams to ensure visual consistency across digital platforms and print.

Organisation for Economic Co-operation and Development (OECD)

Communications Intern | Aug 2018 - Oct 2018

Branding + Digital Media

- Designed branded templates and created digital content to clarify economic policy for public consumption.
- Wrote copy and collaborated on storytelling across platforms.

Bethesda Magazine & Arlington Magazine

Web Producer | Apr 2016 - Apr 2017

Web Production + Redesign

- Led content migration and design for website overhaul.
- Digitized 50 magazine articles per bimonthly issue.

United Press International

Content Marketing Manager | Aug 2011 - Feb 2016

Editorial Storytelling + SEO

- Created SEO-optimized content to expand digital reach.
- Developed multimedia strategies for tech, finance, and lifestyle verticals.

summary

Art director and designer with 10+ years of experience leading visual storytelling and campaign design for advocacy, journalism, and global policy organizations.

education

Master of Arts in Global Communications

American University of Paris | 2019

Bachelor of Science in Journalism

University of Florida | 2011

skills

- **Art Direction** — Concept development, cross-channel creative, visual direction for web & campaigns
- **Web & UX Design** — Responsive layouts, UX-informed decisions, wireframing, prototyping
- **Brand Identity & Systems** — Scalable design systems, templates, typography, style guides, brand governance
- **Digital Campaign Design** — Social content, landing pages, email, motion graphics
- **Accessibility (WCAG/508)** — Inclusive color systems, accessible templates, readability-focused design
- **Tools** — Figma, Adobe Illustrator, Photoshop, InDesign, After Effects, WordPress, Squarespace, Frame.io
- **Design Leadership & Collaboration** — Managing consultants, vendors, project workflows, presenting to stakeholders

interests

- Postwar Abstract Painting
- Sustainability
- Yoga and mindfulness

contact

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