

VIRGEN GRACIANO

VISUAL DESIGNER

- San Diego, CA
- creativevg.com
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I'm a visual designer creating bold identities, campaigns, and motion-driven stories for people and teams who want their ideas to land with clarity and feeling. My work is shaped by a curiosity for the complexity, and depth of being human, bringing both emotional resonance and purpose to every project.

TOOLS & PLATFORMS

DESIGN:

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Figma, Framer

COLLABORATION:

- Google Workspace
- Monday
- Slack
- Asana

KEY STRENGTHS & SKILLS

- Creative Problem Solving
- Strategic Brand Thinking
- Visual Storytelling
- Cross-Functional Collaboration
- Data-Informed Design Decisions
- Clear Communication
- A/B Testing & Optimization

AREAS OF EXPERTISE

- Branding
- Marketing Campaigns
- Social Content & Ads
- Email Marketing Campaigns
- Short-Form Video
- Packaging & Editorial Design
- Website & UX Design
- Illustration

PROFESSIONAL EXPERIENCE

04/26 – CURRENT

HATCH + HASH | VISUAL DESIGNER

(Remote)

- Create static and motion-driven campaign creative for CPG products, turning brand strategy into bold, engaging content built for attention, clarity, and performance.

05/22 – CURRENT

SELF-EMPLOYED | GRAPHIC/VISUAL DESIGNER

(San Diego/Hybrid)

- Deliver full-scope design services across digital and print, branding, campaigns, and web assets
- with creative direction rooted in UX, accessibility, and cohesive visual identity.
- Known for a reliable, adaptable, and strategic approach that helps projects exceed expectations.*

05/24 – 02/25

APEALZ | GRAPHIC DESIGNER

(Remote)

- Developed static and motion ads for LinkedIn and Instagram to drive engagement.
- Redesigned the APEALZ for Business landing page, enhancing UX and visual flow.
- Created digital assets in line with brand guidelines in collaboration with the Creative Director.

02/13 – 03/23

PALEO TREATS | IN-HOUSE GRAPHIC DESIGNER

(San Diego/Hybrid)

- Led the visual evolution of the brand over nearly 10 years, creating a cohesive identity across packaging, digital, and customer experiences.
- Owned end-to-end design across packaging, email marketing, web, illustration, and branded merchandise.
- Developed packaging systems, retail displays, shipping materials, and in-box collateral that strengthened brand recognition and enhanced the customer experience.
- Designed campaigns, landing pages, and marketing assets that supported engagement, retention, and ecommerce growth.

EDUCATION

Associate of Arts – Graphic Design
Web Design Certificate
Southwestern College