

Simone Ver Eecke

GRAPHIC DESIGNER

Multidisciplinary designer specializing in branding, packaging, web, and event visuals. Skilled in hand-drawn, Adobe-based, and AI-assisted design, delivering work with a distinctive playful, mystical aesthetic for clients from indie creatives to established brands.

www.thymespace.com/design

 she/they pronouns

 simone@thymespace.com

 917-612-5207

 New York City

Founder & Designer

Thyme/Space Designs — 2021–Present

- Design services for brands, artists, and event producers.
- Created logos, brand kits, websites, and packaging for creatives, holistic practitioners & centers and independent makers.

Skills

- **Brand Identity**
 - Logos, brand guides, visual storytelling
- **Digital Design**
 - Websites, e-commerce platforms, online fundraising/ticketing
- **Print & Packaging**
 - Product labels, wine labels, shipping boxes, zines, menus, brochures, posters, postcards, stickers, event signage
- **Campaign Assets**
 - Social media graphics, event collateral, promotional materials
- **Design Tools**
 - Adobe Illustrator, Photoshop, Canva, Gravit; Notion, Monday, Asana, Shopify, Wix, Squarespace
- **Mixed Media**
 - Hand-drawn illustration, digital art, AI collaborations

Select Clients & Projects

Master Storyteller & Brand Designer

Chronicle Wines — 2015–Present

- **Brand Identity & Rebrand**
 - Led full company rebrand, including new logo, color palette, typography, and redesigned landing page.
- **Product Branding & Packaging**
 - Developed distinct brand identity for CANette canned wine spritzers, creating all visual assets separate from the bottled wine line.
 - Designed Social Club in a Can wine series — NYC MTA–inspired graphics featuring renowned street artists (Dark Clouds, Lady Pink). Oversaw artist collaborations, label production, and launch promotions, resulting in a highly successful release.
 - Created wine labels and packaging for multiple product lines, including “Brooklyn Oenology” bottles — curated Brooklyn-based artists, contributed original artwork, and organized release events and artist receptions.
- **Marketing & Collateral**
 - Designed wide range of brand materials: business cards, postcards, event flyers, social media graphics, T-shirts, bottle openers, coasters, tin signs, and ice buckets.
 - Provided ongoing creative direction and marketing strategies to ensure cohesive brand presence across print, packaging, web, and events.

Event Design & Branding

Julia Child Award Dinner Series — 2023–present

- **Digital & Web Assets**
 - Designed event-focused landing page on the Julia Child Foundation's existing site to showcase the anniversary series.
 - Built and branded OneCause ticketing platform, including custom layouts for ticketing, silent auction, donation/fundraising, and raffle pages.
- **Print & Physical Collateral**
 - Created all event print and digital materials: auction brochures, menus, digital invitations, flyers, welcome signage, and branded tote bags for gift packages.
 - Produced step-and-repeat backdrop and other on-site signage to reinforce brand presence at venues.
- **Creative Strategy & Coordination**
 - Developed cohesive visual identity for the anniversary series, ensuring consistent branding across digital and physical channels.
 - Coordinated design assets with event partners and vendors for multiple locations.

Education

Professional Development

- **LinkedIn Learning (formerly Lynda.com)** – Adobe Illustrator, Photoshop, Dreamweaver, Branding Fundamentals
- **Google** – UX/UI Design Fundamentals
- **Skillshare** – Packaging Design & Branding Strategy
- **General Assembly** – Visual Design Workshops

BA Cum Laude with Honors

Hobart & William Smith Colleges

- Majors: Studio Art; Minors: European Studies, Physics
- Senior Class President, Student Government Treasurer, Director of Campus Activities.

Web Design & Brand Design

Bloom Fitness NJ — 2020

Anna House Retreat Center — 2023 (certain pages only)

Amanda Elemental — 2026

Mindful Sales Coach — current project