



Becca Ward

Resumé 2017

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PROFILE

I am a Graphic Designer and Illustrator in the Portland, Oregon area and specialize in creating digital content and experiences. I strive to bring beauty and functionality together to create the most effective design strategies possible and believe these are key elements to bring a project to success.

MY BACKGROUND INCLUDES

- Over ten years of in-house agency design experience with branding, social media, mobile, web, print, and storyboarding.
- Proven art direction and design with high profile brands while working within their brand guidelines.
- Creating original illustrations, artwork and storyboards to convey information, stories and ideas.
- Quality assurance experience. Commitment to high quality, error free print/digital and production-ready files.

EXPERIENCE

OWNER, FREELANCE WEB AND GRAPHIC DESIGNER, COLORBOX STUDIO — NOVEMBER 2013 - PRESENT

Art direction and design in branding, web, print, user experience design and illustration for various clients and agencies on a freelance or contract basis.

SENIOR DESIGNER, SPARKLOFT MEDIA — MAY 2016 - MAY 2017

Design and visual communication for clients in the travel industry. Illustration, animation and design for social media platforms such as Facebook, Instagram, Snapchat and Twitter. Storyboarding for Video Marketing and Advertising Campaigns.

SENIOR WEB DESIGNER, YESMAIL — AUGUST 2015 - MAY 2016

Art direction, design and development in email campaigns for eBay Sellers. Creating ad hoc and event trigger emails, landing pages and web assets for mobile, tablet and desktop.

USER EXPERIENCE DESIGNER, PLANET ARGON — DECEMBER 2012 - NOVEMBER 2013

Designing concepts, wireframes, art direction and design with web based products for desktop and mobile applications. Other roles include graphic design, brand identity, digital illustration and marketing.

INTERACTIVE/GRAPHIC DESIGNER, THE NEW GROUP — APRIL 2005 - SEPTEMBER 2012

Fulfilling multiple roles on the design team including art direction, print, mobile, and web design, flash design, digital and traditional illustration, and brand identity.

EDUCATION

The Art Institute of Colorado. BA Multimedia / Web Design - Graduated 2003

PROGRAM SKILLS

- Proficient in Mac and Windows OS
- Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects
- Social media advertising for Facebook, Twitter, Instagram, Snapchat, LinkedIn
- Microsoft Office, Apple Pages, Numbers, Keynote, Quickbooks
- JIRA, Harvest, Basecamp, Google Docs, Dropbox, Slack
- OmniGraffle, Balsamiq
- HTML5, CSS

AFFILIATIONS/INTERESTS

- Lead organizer and host for Portland Coffee & Sketch Meetup