



Becca Ward
Resumé 2017

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PROFILE

I am a Senior Graphic Designer in the Portland, Oregon area that specializes in visual design, interaction design and illustration. I primarily work in digital marketing, with expertise in areas such as content marketing, content management systems, user experience design and data visualization.

MY BACKGROUND INCLUDES

- In-house agency design experience with digital, print and social media.
- Overseeing design projects from conception to delivery.
- Maintaining brand consistency throughout projects.
- Knowledge and practice of typography techniques.
- Collaboration and communication with department heads, teams and colleagues to meet deadlines, stay within budget and ensure a successful project completion.

EXPERIENCE

FREELANCE ART DIRECTOR AND DESIGNER/OWNER, COLORBOX STUDIO — NOVEMBER 2013 - PRESENT

Art direction and design in for various clients and agencies on a freelance or contract basis. Most recent projects cover a wide range of digital marketing needs, such as interaction design for CMS, CRM systems; visual design for digital content; storyboarding and illustration for customer journeys and product demonstrations.

SENIOR DESIGNER, SPARKLOFT MEDIA — MAY 2016 - MAY 2017

Art direction and design for campaigns on social media. Visual communications using illustration, animation and design for clients in the travel industry.

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 and visual designs for web based products on desktop and mobile applications. Other roles include graphic design, brand identity, digital illustration and marketing.

EDUCATION

The Art Institute of Colorado. BA Multimedia / Web Design

PROGRAM SKILLS

- Proficient in Mac and Windows OS
- Adobe Creative Suite: Illustrator, Photoshop, Lightroom, InDesign, After Effects
- Sketch, InVision, Balsamiq
- Social media advertising for Facebook, Twitter, Instagram, Snapchat, LinkedIn
- iWork, Microsoft Office
- Google Docs, Evernote, Dropbox, Slack, JIRA, Harvest, Basecamp
- HTML, CSS

AFFILIATIONS/INTERESTS

- Freelancers Union
- Lead organizer and host for Portland Coffee & Sketch Meetup
- Member of Oregon Society of Artists