



# Becky Simon

GRAPHIC DESIGNER

HELLO, I'm a Graphic Designer with over 20 years experience and I specialize in branding, print design and typography.

## 02

### EDUCATION

AUG 1998 - MAY 2003

#### Graphic Design, B.S.

Arizona State University  
Graduated *magna cum laude*

## 03

### SKILLS

Print + Layout Design  
Brand Development + Design  
Logo Design  
Email Marketing Design  
Digital Signage  
Interior + Exterior Signage  
Front End Website Design  
Infographics  
Packaging Design  
Direct Mail Design  
Social Media Graphics  
Vehicle/Semi-Trailer Truck Graphics

## 01

### EXPERIENCE

NOV 2022 - PRESENT

#### Freelance Graphic Designer

As a former VP of creative, art director and senior designer for both in-house marketing and advertising agencies, I come with a wealth of experience in all aspects and mediums of graphic design, including front end web design. By nature, I am extremely detail-oriented and possess strong project management skills. I pride myself in being an artistic visionary who isn't afraid to break the rules, and constantly have my finger on the pulse of current trends.

NOV 2009 - NOV 2022

#### Vice President Creative Services

Vice President for local advertising agency where I worked to enrich the creative expressions of client brands. Developed strategic brand positioning for retail-based companies throughout the U.S. Oversaw the creative team in developing designs for clients. Made sure that client's needs were being met and creative goals were on track. Developed every aspect of an ad campaign based on the client's marketing plan. Conceptualized ideas for clients. Assigned projects to staff and verified deadlines were being met. Managed the creative team from concept to completion. Led brainstorming sessions with creative team to develop ad campaigns. Created advertising proposals for clients. Pitched concepts to clients.

DEC 2007 - OCT 2008

#### Art Director

Art Director for local advertising agency. Most senior "hands-on" creative for design project or creative campaign. Met with account management team to discuss client's requirements and define project parameters. Estimated project costs. Worked closely with copywriter to generate creative ideas and concepts. Responsible for producing innovative concepts and ideas for advertising campaigns in all kinds of media, including: radio, posters, press, direct mail and web. Worked in partnership with creative director focusing on the visual look and feel of a campaign, while supervising and coordinating the work of graphic designers to ensure finished product reflects a unified conceptual approach.