

BETHANY SPRINGER

GRAPHIC DESIGNER

PROFILE

Objective

I'm a multi-faceted graphic designer with a heartfelt passion for creating engaging and innovative artwork. I am seeking a position that allows me to grow in both my career and skillset on a daily basis while exploring new possibilities of visual problem-solving and communication.

My expertise includes print, digital and environmental design, as well as illustration and animation. I specialize in brand identity design, typography, packaging design, and photography.

Software Skills

Adobe Creative Cloud

- InDesign
- Illustrator
- Photoshop
- After Effects
- Dimension
- Xd
- Lightroom
- Acrobat

Additional Skills

- Wix
- Wordpress
- Google Workspace
- Microsoft Office

Contact

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Social Media

- [in](#) @bellastudio
- [f](#) @bellastudio.designer
- [@](#) @bellastudio.design

WORK EXPERIENCE

Vertex Education (Chandler, AZ)

Graphic Designer

November 2021 — Present

- Partners with internal departments to design marketing collateral at campus, district and state levels, including presentation decks, calendars, infographics, campus maps, curriculum textbooks, branded spirit wear and other deliverables to boost student enrollment and retention.
- Collaborates with campus stakeholders and community relations team to create event marketing materials, including social graphics, posters, flyers, banners, custom t-shirts and digital ticketing platforms.
- Empowers campus staff to create their own marketing collateral by designing and distributing branded templates in Canva; educates staff how to leverage these templates while protecting the brand's integrity.
- Led the design of the Legacy C.A.R.E.S. campaign in Nevada to enhance campus culture as well as increase staff retention and parent satisfaction.

Le Vigne Winery (Paso Robles, CA)

Graphic Designer

- Conceptualized, designed and executed marketing materials, including company newsletters, brochures, posters, emails and event signage across print, digital and environmental platforms.
- Designed wine and merchandise labels for the company's primary brands, private labels and seasonal promotions while maintaining consistency across multiple brand identities.
- Refreshed the company's visual identity and consequently modernized their existing website and marketing and trade materials.
- Photographed and edited photos for the company website, literature and promotional materials across several disciplines including editorial, landscape, event, lifestyle and product photography.

EDUCATION

M.A. Graphic Design and Digital Media

Academy of Art University

Graduated May 2021

San Francisco, CA

B.A. Music (Concentration in Piano Performance)

California Polytechnic State University

Graduated May 2015

San Luis Obispo, CA

AWARDS

2021 PACK Design Awards (Wine Business Monthly)

Best of Show

- Awarded for the design of the Le Vigne Appellation Series Rosé out of 105 entries across the entire competition.

1st Place | Label Redesign Category

- Awarded for the redesign of the Le Vigne Appellation Series Rosé out of 17 entries.

2nd Place | Classic Label Category

- Awarded for the design of the Le Vigne Appellation Series Cabernet Sauvignon out of 37 entries.