

BETHANY SPRINGER

GRAPHIC DESIGNER

PROFILE

Objective

I'm a multi-faceted graphic designer with five years of experience in print, digital and environmental design and photography. I am seeking to grow my skillset and career in a way that allows me to pursue my passion for creative problem-solving and visual communication.

I specialize in brand identity design, packaging design, typography, marketing and photography, and aim to utilize these skills in a way that allows me to create aesthetically engaging artwork across a variety of brand identities.

Software Skills

Adobe Creative Cloud

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

Additional Skills

- Microsoft Office
- Google Workspace
- Wix
- Wordpress

Contact

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Social Media

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

WORK EXPERIENCE

Creskide Veterinary Hospital (Templeton, CA)

Freelance Graphic Designer

February 2019 — Present

- Designing company brandmark and website while collaborating with owners to determine and establish the brand's identity.

Le Vigne Winery (Paso Robles, CA)

Graphic Designer

February 2017 — May 2020

- 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.
- Modernized the company's existing visual identity and updated existing marketing and trade materials to reflect this identity; established the corresponding visual standards guide for use by other departments.
- Optimized the design of the company website to improve its usability, user interface and online sales.
- Photographed and edited photos for the company website, literature and promotional materials across several disciplines including editorial, landscape, event, lifestyle and product photography.

Tasting Room Ambassador

March 2015 — February 2017

- Guided customers through wine tasting experiences with the goal of maximizing sales and membership sign-ups.
- Maintained effective order processing for wholesale and retail customers within a fast-paced, deadline-driven environment.

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.