

# Becca Benoit

## Art Director and Designer

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### EDUCATION

**Boston University** 09/2021– 05/2024  
B. F. A. Graphic Design, Minor: Advertising  
Magna Cum Laude

### EXPERIENCE

**UX/ UI Design Intern** 01/2024– 05/2024  
**BU SPARK!** — Boston University

- Orchestrated seamless collaboration between design and engineering teams including the contribution of UX/ UI research
- Crafted 30+ wireframes (low and high fidelity) aligning with brand elements
- Contributed to ClubHub app reaching semi-finalist status in \$100K Poyiadjis Hospitality Innovation Competition

**Design Director** 01/2024– 05/2024  
**Strike Magazine** — Boston

- Responsible for designing all graphic elements in the publication, encompassing page layouts, typography, illustrations, graphics, and more.
- Managed and mentored a team of 4 designers, fostering a collaborative environment for cohesive and visually striking magazine presentation.

**Lead Designer (2024)** 01/2022– 05/2024  
**Art Director (2022– 2024)**  
**Off the Cuff Magazine** — Boston University

- Worked closely with the Head Art Director, contributing 30+ spreads to the strategic development and alignment of the magazine's overall artistic direction.
- Skillfully integrated imagery and experimental typography to enhance visual appeal and brand uniqueness.

**Brand Design and Marketing Intern** 10/2023– 12/2023  
**HeadBox** — London, England

- Redesign and create a branded template for the HeadBox Instagram, amassing in 31 posts highlighting over 155 venues.
- Design branded graphics including 56 email signatures, 30 illustrations, and 588 brand heroes to be used across the HeadBox Host website and New York expansion.
- Design and mockup a new logo within the HeadBox brand for the webseries: ReVenue as well as draft a 20 second title sequence animation.

**Public Relations Chair** 12/2022– 06/2023  
**Sigma Delta Tau** — Boston University

- Launch a rebrand of SDT's social media presence resulting in an increase of 147% in reach and 28.7% total engagement
- Design 25+ unique graphics to promote philanthropy and events, including multi-media content for social platforms

### SKILLS

Typography / Branding / Art Direction / Creative Concept Development / Fine Arts / Photography—Film, Digital / Creative Problem Solving / Branding & Identity / Editorial Design / Multi-channel Campaign Direction & Development / UX/UI / Video / Motion Graphics / Web Design / Image Retouching / Collaboration

### TOOLS

Adobe Creative Suite (Photoshop, InDesign, Illustrator, AfterEffects, Premiere Pro, Acrobat, Lightroom) / Figma / HTML & CSS / Cargo / Google Workspace / Wordpress / Elementor / Keynote / Canva / Microsoft Office (Word, PowerPoint) / Procreate