

# BECCA BENOIT

## ART DIRECTOR AND DESIGNER WITH A PASSION FOR BRANDING, CREATIVE DIRECTION, AND EDITORIAL DESIGN

Boston, MA

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### EDUCATION

#### Boston University

Bachelor of Fine Arts – Graphic Design

Minor – Advertising

GPA: 3.94

Expected: May 2024

**Relevant Courses:** Advertising Portfolio Development, Brand Experience Marketing, Marketing in the UK, Graphic Design Studios, Fundamentals of Creative Development, Typography, Web Design, Photography, Introduction to Advertising, Introduction to Computer Science, Writing for Communication, History of Graphic Design, Directed Study in Editorial Publication Design

### PROFESSIONAL SKILLS

- Adobe Suite – Photoshop, InDesign, Illustrator, XD, AfterEffects, Lightroom, Premiere
- Google Suite
- Microsoft Word, PowerPoint, Excel
- Figma
- Keynote
- Typography
- Fine Arts (drawing/ painting)
- Photography, digital and 35mm
- HTML, CSS, Python, Wordpress, Elementor
- Creative Problem Solver
- Time Management
- Adaptive
- Organization

### RELATED WORK EXPERIENCE

#### UX/ UI Design Intern | BU SPARK! - Boston University

January 2024- Present

- Orchestrated seamless collaboration between design and engineering teams
- 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 | Strike Magazine– Boston - Boston, MA

January 2024- Present

- 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.
- Collaborated closely with the Editors in Chief, actively contributing to the execution of designs and creation of content for social media, enhancing the magazine's online presence and engagement.

#### Lead Designer and Art Director | Off the Cuff Magazine - Boston University

January 2022- Present

- Create captivating layouts for 30+ spreads
- Skillfully integrated imagery and experimental typography to enhance visual appeal and brand uniqueness.
- Actively participated in a collaborative setting, providing constructive critique to team members for continuous improvement and cohesion.
- Worked closely with the Head Art Director, contributing to the strategic development of spreads and ensuring alignment with the magazine's overall artistic direction.

#### Branding Design Intern– Marketing | HeadBox - London, England

October 2023- Dec. 2023

- 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 and 30 illustrations to be used across the HeadBox Host website.
- Design and mockup a new logo within the HeadBox brand for the webseries: ReVenue as well as draft a 20 second title sequence animation.
- Create and curate over 588 individual brand heroes for HeadBox's New York expansion.

#### Public Relations Chair | Sigma Delta Tau Sorority, Alpha Xi Chapter - Boston University

December 2022- June 2023

- Launch a rebrand of SDT's social media presence resulting in an increase of 147% in reach and 28.7% total engagement
- Design over 20 unique graphics to promote philanthropy and events
- Create multi-media content for social media platforms including Instagram and TikTok to expand overall reach and engagement