

Becca Benoit

Visual Designer & Creative

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EDUCATION

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

EXPERIENCE

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

- Designed all graphic elements for the publication, including page layouts, typography, and custom illustrations, ensuring a visually cohesive and engaging reader experience.
- Managed and mentored a team of 4 designers, fostering a collaborative workflow and creating synergy

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

- Led collaboration between design and engineering teams, ensuring seamless integration of UX/UI principles.
- Designed and refined 30+ wireframes in both low and high fidelity to align with brand identity and enhance usability.
- Contributed to ClubHub app reaching semi-finalist status in the \$100K Poyiadjis Hospitality Innovation Competition through UX/UI research and strategic design.

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

- Designed 30+ editorial spreads across 5 issues, shaping the magazine's artistic direction through bold imagery, experimental typography, and strategic branding.
- Worked closely with the Head Art Director to ensure consistency across all issues, reinforcing the magazine's unique visual identity.

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

- Developed a branded Instagram template, strengthening the company's visual presence and showcasing over 155 venues.
- Created 56 email signatures, 30 illustrations, and 588 branded assets, ensuring cohesive marketing materials across platforms.
- Designed and animated a 20-second title sequence and logo for the web series ReVenue, aligning with HeadBox's brand identity.

PROJECTS

Founder and Writer 09/2024– Present
Your Style Sucks (but so does mine) — Independent Publication

- Built a global readership of 1,000+ subscribers across 41 U.S. states and 80 countries, with 7,000+ likes and 4,000+ views on 20+ published newsletters.
- Lead content direction, visual identity, and brand strategy, creating editorial designs and promotional assets.

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 / Content Creation / Time Management / Creative Self Starter

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 / Asana