



BETHANIE BATES

(your soon-to-be favorite) **DESIGNER & ILLUSTRATOR**

PROFESSIONAL EXPERIENCE

CREATIVE SERVICES PROJECT MANAGER – April 2021 - present

WEDU PBS – Tampa, FL

- Manage all graphics (print and digital) across departments.
- Create promotional campaigns for station initiatives and projects.
- Ensure that all projects are delivered on brand, on time, and on budget.
- Art direct Marketing Coordinator on all sales & underwriting materials.

CREATIVE SERVICES SPECIALIST – January 2019 - April 2021

- Design monthly donor/membership magazine *Premiere*.
- Create digital advertisements, social media marketing, website assets, and client organizations' ads.
- Create branding, identity, and ads for events and programs.
- Design and print graphics and visual materials for station promotions, advertisements, events collateral, promotional products, displays, media releases, and instructional materials.

GRAPHIC DESIGNER/PRODUCTION ARTIST

GIANT EAGLE INC. – Pittsburgh, PA – July 2016 - July 2018

- Designed and formatted weekly circular advertisements, special event & sales inserts, and sign kits.
- Created digital advertisements and weekly online circulars.
- Illustrated product packaging and prepared-foods in line with brand styling & standards for monthly newsletter.
- Compiled and maintained team training & standards materials.

WEB DESIGNER/GRAPHIC DESIGNER

STRAY CATS DESIGN STUDIO – Washington D.C. – March 2014 - July 2016

- Designed, coded, and maintained studio website.
- Edited existing and designed new layouts for print and digital publications and various implements of conference design.
- Performed image adjustments for print and digital work.

DESIGN INTERN

DIGIGUIN STUDIO – Edinboro, PA – January 2013 - May 2013

- Designed logos, illustrations, and mock-ups for clients' websites.
- Created and maintained HTML/CSS coding of clients' websites.
- Produced layout and graphic design for print and digital work, including conference design and digital advertisements.

GRAPHIC & WEB DESIGNER

L. AUSTIN – Erie, PA – June 2012 - February 2014

- Designed and executed various print and digital projects for client and client's many artistic and civic organizations.
- Designed, developed, and maintained client's professional artist, local campaign, and civic organization websites.

EDUCATION

BFA, APPLIED MEDIA ARTS/GRAPHIC DESIGN

EDINBORO UNIVERSITY OF PENNSYLVANIA,

Edinboro, PA – December 2013

SOFTWARE

- InDesign
- Illustrator
- Photoshop
- Lightroom
- After Effects
- Dreamweaver
- HTML5/CSS3
- WordPress
- Canva
- Figma
- Microsoft Office
- Google Suite
- Prezi

SKILLS

- Graphic design
- Branding
- Corporate identity
- Typography
- Logo design
- Packaging design
- Illustration
- Photography and photo editing
- Social media
- Project management
- Web design
- Editing and proofreading

TALENTS & INTERESTS

- Fantastic spelling and grammar
- Avid list maker; very organized
- Hand lettering and calligraphy
- Strong attention to detail
- Excellent email etiquette
- Decent cook and baker
- Lightning-fast reader
- Cat mom to Matilda
- Persistent gardener
- Fast learner