

BIANCA BEAVERS

Graphic Designer // biancabeavers@gmail.com // (614) 390-9420 // biancabeavers.com

EDUCATION

Ohio University
Athens, Ohio August 2012 – April 2016
Scripps College of Communication
Bachelor of Science in Visual Communication
Major: Publication Design
Minor: Studio Art

EXPERIENCE

The Wasserstrom Company
eCommerce Marketing Graphic Designer March 2018 – Present
Responsible for designing, developing, and revising marketing emails sent out twice a week to an audience of over 17,000 subscribers. Collaborate with web developers to create web banner advertisements, website layouts, and other digital marketing collateral. Engage with clients to create vibrant blog and social media content. Manage the company's Instagram and assist with other social media platforms.

Trans World Services
Lead Graphic Designer September 2017 – December 2017
As the lead graphic designer at a promotional marketing company, duties included developing and executing design concepts for multiple clients, including promotional products, print materials, advertising and social media.

McGraw-Hill Education
Marketing Creative Services Intern June 2016 – December 2016
Designed comps for marketing sites, annotated updates to marketing sites, developed digital walkthroughs utilizing Tumult Hype, created informational flyers, brochures, banner ads, and communicated handoffs to the development team.

Ohio University Alumni Association
Design Intern May 2015 – April 2016
Created graphics, web banners, pamphlets, flyers, postcards, yard signs, easels and banners for campus events and organizations, mainly working with university and community organizations.

Ohio University Libraries
Digital Initiatives Assistant August 2013 – April 2015
Scanned and archived rare books, documents and pictures, created graphics to share on social media platforms and library website, made banners and slideshows for the library and its website, and ran the library Tumblr account.

WOUB Center for Public Media
Graphic Design Assistant August 2012 – May 2013
Graphic support for video productions: lower thirds, full screens, design logos for shows produced using a color-scheme to follow through the production with a coherent design. Occasionally, special graphics were requested for news programming that is used online and on-air. Poster creation for specific shows or events were also common.

SKILLS

Adobe Creative Suite
Illustrator, InDesign, Photoshop, Premiere Pro
Photography
Videography
DSLR Cameras
Microsoft Office
Word, Excel, Powerpoint
Wordpress
Emma Email Marketing
Hootsuite