



www.beccachristensen.com
becca@beccachristensen.com
502.807.8647

Education

Columbia College Chicago; BA, Interactive Arts and Media; 2010-2012

Graduate with Honors; 3.9 GPA

IAM Project Room Gallery, Showing Artist; 2012

Manifest Urban Arts Festival, Showing Artist; 2012

IAM Lobby Permanent Collection, Showing Artist; 2011

University of Louisville; BA, Marketing; 1998-2001

Experience

Becca Christensen Designs; Chicago, IL; Freelance Web and Graphic Design; 2009-Present

Design, create and manage websites for several small businesses via WordPress and HTML/CSS

Assist with branding, ad design and placement in publications and online

Field Trip Factory; Chicago, IL; Creative Director; 2012

Design, create and manage all aspects of the Creative Department

Lead a team of designers and copywriters while determining the strategic direction of print and online collateral

Work closely with the management team to ensure our efforts are aligned

Work directly with national clients to create new programs

Commonwealth Bank; Louisville, KY; Graphic/Web Designer & Creative Lead, Marketing Specialist; 2002-2009

Created a Marketing Department in which a strong creative, and consistent branding presence, was defined across all business lines.

Responsible for branding consistency throughout the company.

Manager of design, launch and ongoing support for the company website, including Internet Banking and Bill Pay.

Designed and produced a wide variety of graphic products, including internal and external newsletters, in-store POP displays, sales flyers and e-mail.

Received Best Support Employee title in the company as voted on by Senior Management and employees.

Improved communication throughout company by initiating and producing a monthly, company newsletter.

Wrote and maintained an internal, 100 page Product Manual used company-wide.

Supported seven departments in their various design and marketing needs by treating each as a separate client under one company umbrella.

Churchill Downs Inc.; Louisville, KY; Marketing Assistant; 1999-2002

Assisted the Marketing Director in marketing and branding endeavours for all tracks owned and operated by CDI

Worked closely with Market Research to determine opportunities

Responsible for carrying out brand standards across all CDI tracks by phone and track visit support

Qualifications

■ Graphic design, page layout and large format printing experience ■ Strong understanding of creating and enforcing brand standards ■ Web Design experience using CSS, HTML and Wordpress ■ Designed, printed and/or hand-made many mailed pieces, including invitations ■ Extensive project management skills ■ Creative, strong communicator, team player, loyal, dedicated and consistent ■ Dual vision approach to projects ■ Comprehensive understanding of both creative & business side ■ Skilled and motivated with a unique blend of business management, professional design skills and computer software/hardware skills ■ Thrives in a deadline driven environment ■ Able to learn new skills quickly to adapt to every situation ■ Flexible and versatile; able to maintain a sense of humor under pressure

Toolbox

■ PC and Mac Operating Systems ■ Adobe Creative Suite ■ Microsoft Office ■ HTML and CSS ■ JavaScript ■ Digital Illustration
■ JQuery ■ WordPress and CMS ■ Large Format and Digital Printing ■ Print and Web Design ■ Branding ■ Book Making and Binding