Bethany Jacobs

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Education

The University of Florida	Gainesville, FL
BFA Graphic Design	

Experience

Authentically | Visual/UX/UI Designer
October 2023—June 2024
- Led the development of a compelling brand identity and comprehensive guidelines, ensuring a consistent visual language
- Conducted thorough competitive research to inform the creation of an innovative website prototype, incorporating valuable user testing feedback
- Orchestrated collaborative meetings with graphic designers and developers to optimize communication channels, enhancing the overall product

The University of Florida RecSports | Graphic Designer
September 2022—April 2024
- Successfully conceptualized, refined, and delivered over 100 diverse projects within 1.5 years
- Demonstrated proficiency in both print and digital technical skills, contributing to the dynamic visual landscape of the organization
- Managed concurrent projects across 13 different program areas, showcasing exceptional organization and multitasking abilities
- Provided mentorship to junior graphic designers within the department, as well as being mentored by senior designers, fostering skill development and team cohesion

Women in Real Estate | Graphic Designer
September 2020—January 2021
- Conducted comprehensive research to establish a cohesive brand identity, delivering logo variations and brand guidelines for organization use
- Advocated for professional design standards, ensuring the production of high-quality deliverables in a fast-paced work environment with tight deadlines

Ardiendo Learning | Graphic Design Intern
May 2020—August 2020
- Played a key role in formatting and designing a student planner, aligning with holistic learning principles and adhering to existing brand guidelines
- Collaborated seamlessly with the marketing team and company owner, contributing to the successful execution of the project vision
- Developed creative leadership skills and gained confidence in proposing and implementing design solutions

Skills

Technical Skills: Adobe Illustrator, Indesign, Photoshop, XD, Dimension, Premiere, Lightroom, Figma
Soft Skills: Communication, Organization, Collaboration, Ideation, Problem-Solving, Detail-Oriented