



# BECCA TRIPP

GRAPHIC + INTERACTIVE DESIGNER

## WORK EXPERIENCE

### GRAPHIC DESIGNER // FREELANCE

*Minneapolis, Minnesota • January 2020 - Present*

- Worked with a variety of clients to create logos and branding identities, catalogs, event materials, social media content, newsletters, and presentation templates.
- Managed projects from concept to completion, estimated costs and budgets, worked within project timelines, and utilized creative problem-solving skills to create stunning designs for businesses with small budgets.

### BRANDING MANAGER //

#### CHIANG MAI ROCK CLIMBING ADVENTURES

*Chiang Mai, Thailand • August 2017 - January 2020*

- Redesigned company branding, resulting in a much more cohesive brand identity that illustrates its mission of inspiring change through impactful outdoor experiences.
- Hired and mentored a Thai junior designer, who helped provide an important cultural perspective to the team, resulting in marketing campaigns that could successfully appeal to both Thai and foreign audiences.
- Oversaw multiple projects at once, often working with ambiguous direction, rapid deadlines and last-minute changes, and consistently delivered high-quality work.
- Art-directed and curated photography, ensuring visually consistent imagery that met brand quality standards.

### OUTDOOR EDUCATION FACILITATOR //

#### CHIANG MAI ROCK CLIMBING ADVENTURES

*Chiang Mai, Thailand • August 2017 - November 2019*

Led student groups from international schools in SE Asia through outdoor adventure and experiential learning trips in and around Chiang Mai that inspire students to lead more active and sustainable lifestyles.

### GRAPHIC DESIGNER // WESTWERK

*Minneapolis, Minnesota • October 2016 - July 2017*

- Created high-quality branding identities, which involved everything from moodboards and concept sketches, to the final design handoff.
- Designed robust, responsive Wordpress websites for a variety of businesses, all of which are still in use years after their creation.
- Worked alongside developers during the design process to deliver stunning websites that were functional while also meeting web design best-practices.

## VOLUNTEER EXPERIENCE

### ART MENTOR // ART BUDDIES

*St. Paul, Minnesota • October 2016 - December 2016*

Volunteered for the creative mentorship program, which introduces children from low-income families to opportunities in creative fields / the arts and promotes them as a way of building confidence, self-expression and as viable career choices.

### ESL TUTOR TRAINING //

#### MINNESOTA LITERACY COUNCIL

*St. Paul, Minnesota • September 2016 / 12 hours*

Learned ways of checking for comprehension, addressing errors, and encouraging involvement responses which help volunteers build empathy and understanding about the difficulty of learning a second language.

## EDUCATION

### TYLER SCHOOL OF ART //

*Philadelphia, Pennsylvania*

*Graduated in May 2015 with Honors: Cum Laude*

*BFA in Graphic and Interactive Design*

*Dean's List for four semesters / Cumulative GPA: 3.72*

### TEMPLE UNIVERSITY ROME //

*Rome, Italy • January 2013 - April 2013*

## SKILLS

Adobe Creative Suite

(Illustrator, Photoshop, InDesign, After Effects)

Wordpress

Microsoft Office

Sketch

Basic Thai Language (Spoken, reading, & writing)

## INTERESTS INCLUDE

*Coffee • Traveling • Sketching • Skiing • Hiking*

*Eating moderately spicy Thai food*

*Always aspiring to find the perfect cup of coffee.*