

Betty Bone

In everything I do, I believe in pushing boundaries with positive determination, relentless curiosity, and creative excellence. I believe in making, experiencing, and sharing. As a leader I believe in communicating clearly, respecting everyone around me, and expressing gratitude.

EDUCATION

2004 **Master of Fine Arts in Graphic Design**
Savannah College of Art and Design

2000 **Bachelor of Arts in Art**
Georgetown College

FIELDS OF EXPERTISE

Brand Architecture
Brand Identity Design
Creative Direction
Ecommerce Design
Editorial Design
Information Design
Motion Graphics Design
Package Design
Print Design
Social Media Design

SOFTWARE

Adobe Illustrator Expert
Adobe Photoshop Expert
Adobe InDesign Expert
Adobe AfterEffects Expert
Adobe Lightroom Intermediate
Adobe Premiere Intermediate
Adobe XD Intermediate
Microsoft Word Expert
Microsoft Excel Intermediate
Microsoft Powerpoint Expert
Keynote Expert
Mural Intermediate

PORTFOLIO

BettyBoneDesigns.com
[Behance](#)
[LinkedIn](#)

CONTACT

(513) 827.3744
betty@bonemail.net

EXPERIENCE

Nov. 2010 to Present **Betty Bone Designs**—Chief Creative Officer
Aug. 2015 to Present **Tenured Associate Professor of Graphic & Multimedia Design**—Thomas More University
Jan. 2011 to July 2015 **Senior Designer**—LPK (Libby, Perszyk, Kathman)
Oct. 2010 to Nov. 2010 **Senior Designer**—Coho Creative
June. 2003 to Sept. 2010 **Senior Designer**—Landor Associates

RESPONSIBILITIES Betty Bone Designs

- **Conceptual Exploration:** facilitate explorations of bold and innovative design concepts using strategy, storytelling, and creative problem-solving.
- **Visual Design Mastery:** deliver high-caliber solutions with exceptional aesthetic sensibility, creative excellence, and production ready executions.
- **Audience Driven Strategy:** craft design solutions that are intuitive and engaging based on the target audience and the client needs.
- **Creative Brief Creation:** clarify, facilitate, and manage client/project expectations, specifications, costs, and deadlines.
- **Diligent Organizer:** effortlessly manage multiple projects, timelines, budgets, brand standards, executional guidelines, creative resources, external vendors, and deliverables to ensure successful project outcomes.
- **Active Collaborator:** interested in and connect with everyone I meet. Work with all necessary positions to build bridges, nurture relationships, and forge new paths in order to uncover fresh angles for design and for clients.
- **Process Advocate:** use an iterative design process with multiple touchpoints for strong collaboration, and clear expectations.
- **Ensure Brand Consistency:** through the creation and use of clear brand standards. Consistently follow the brand standards for brand unity and build or maintain brand equity.
- **Skillful Communicator:** through active listening, relationship building, understanding purpose, empathy and respect, and being clear and concise. When working with partners/designers/artists, give and receive thoughtful and constructive feedback. When presenting, justify conceptual and directional design choices.