
Becca Eley
Résumé

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Freelance

Jan. 2010 – Present
New York, NY

Siegel+Gale — Cooper Vision Logo Design and Branding
Redscout — J&B Bottle Design, Tylenol Packaging, Nike Web Design and Coding
Beardwood — Mikes Hard Lemonade Packaging, LeSenza Packaging
Clear — CK Look & Feel for New Scent
Solve Media — Logo Design, Branding and Web Design

BrandImage

Sept. 2008 – Jan. 2010
New York, NY

Senior Designer

Design (identity and systems, collateral, packaging, web sites...), art direction, strategy and concept development, presentation development, project management, website coding, oversee production, managing juniors, conducting critiques

Clients: Absolut, Louis Vuitton, New York Life, Morgans Hotel Group, Pepsi, Henri Bendel, The Pearl Qatar, The Royal Avenue, United Fashion Company

The Ito Partnership

May 2007 – Sept. 2008
New York, NY

Designer

Design (identity and systems, collateral, packaging, web sites...), art direction, preparing presentations, production, project management, development of strategy and concepts, website coding

Clients: Morgans Hotel Group, DwellStudio, Carrabba's Italian Grill, Corvitus, Magnolia Spa, Harris Obesity Prevention Effort (HOPE), Khaya Cookies Company

FutureBrand

July 2006 – May 2007
New York, NY

Designer

Design (identity systems, collateral, packaging, web sites...), art direction, development of strategy and concept, preparing presentations, production

Clients: RSM McGladrey, Alcon, MasterCard Worldwide, Verizon

Skill Set

Digital: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe AfterEffects, Adobe Dreamweaver, Coda, Transmit, HTML, PHP, CSS, Javascript, JQuery

Analog: Silkscreen, Photography (Darkroom)

Education

Sept. 2002 – May 2006
Kalamazoo, Mi

Bachelors in Fine Art

Western Michigan University, The Frostic School of Art
Emphasis in Graphic Design

Awards: AIGA Vice President, James Kerr Scholarship, Rose Netzorg Kerr Scholarship, School of Art Enrichment Grant, Art Star Award, Dean's List
