

BETHANY SYNOTT



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STRENGTHS

- Time management and organization
- Attention to detail
- Communication
- Problem solving

SKILLS

- TYPOGRAPHY
- PRINT PRODUCTION MANAGEMENT
- DIGITAL ILLUSTRATION
- PROJECT MANAGEMENT
- ADOBE SUITE (InDesign, Photoshop, Illustrator, XD, and After Effects)
- ADOBE WORKFRONT
- WEBDAM (Data Asset Management)
- MICROSOFT OFFICE (Word, Excel, Powerpoint)

AWARDS

- WESLEYAN CARDINAL ACHIEVEMENT AWARD
Awarded for demonstrating "extraordinary initiative or service that advances the mission of the University" in preparation for the launch of a new capital campaign.

SUMMARY

Creative and detail-oriented graphic designer with a passion for turning complex ideas into compelling visuals. Seeking to contribute my skills in branding, visual storytelling, and data visualization to a mission-driven team. Eager to support meaningful work through thoughtful, strategic design that communicates clearly, connects authentically, and makes a lasting impact.

EXPERIENCE

FREELANCE DESIGNER | March 2023–present

FREELANCE, REMOTE

- Provide strategic design solutions for clients across healthcare, nonprofit, and academic sectors.
- Design marketing collateral including brand identities, digital and print campaigns, event materials, web graphics, and social media content.
- Collaborate with ReDox Creative to develop pharmaceutical displays and administration guides for medications including Rinvoq, Tremfya, and Vyvgart Hytrulo.
- Design event identity, invitations, signage, and print collateral for the Atlantic Salmon Federation's annual New York Galas.
- Translate complex information into visually engaging formats that enhance clarity and user understanding.
- Manage all phases of creative production—from concept development and client communication to final delivery.

GRAPHIC DESIGNER | September 2022–March 2025

WESLEYAN UNIVERSITY, MIDDLETOWN, CT

- Designed a wide range of print and digital materials, including posters, postcards, brochures, magazine spreads, email graphics, and website assets.
- Created animated digital stickers and dynamic graphics for use across web and social platforms.
- Managed projects from concept through production, presenting design solutions to stakeholders and senior leadership.
- Collaborated with university partners to assess design needs and deliver strategic visual communications.
- Prepared press-ready files and coordinated with print vendors to ensure quality and timely production.

SURGERY PREP ASSISTANT | March 2020–September 2022

ADVANCED VETERINARY CARE, FARMINGTON, CT

- Design and create pamphlets to distribute to clients.
- Create and maintain lists for necessary tasks.
- Manage surgical inventory.

EDUCATION

BACHELOR OF ARTS, GRAPHIC/INFORMATION DESIGN

GPA: 3.9 | CENTRAL CONNECTICUT STATE UNIVERSITY, NEW BRITAIN, CT

Coursework:

Social Media Marketing, Design History, Advertising and Promotion, Illustration, Typography, After Effects

Certifications:

Hootsuite Platform
Hootsuite Social Marketing

WEB DESIGN AND DEVELOPMENT CERTIFICATE

CORNELL UNIVERSITY

ASSOCIATES OF SOCIAL SCIENCE, GENERAL STUDIES

GPA: 3.9 | NAUGATUCK VALLEY COMMUNITY COLLEGE, WATERBURY, CT

Coursework:

Communications, Digital Arts, Drawing, Photography, Micro and Macro Economics