becky beasley

senior designer brand, print, digital

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summary

Hands-on senior designer across brand systems, print and packaging, digital advertising and social, websites, and photography. I take a project from concept through production-ready files, and build the systems that keep a brand consistent afterward. Most recently the sole designer for a software company, designing everything from ad campaigns to its website in Webflow.

skills

• Brand systems • Print production & packaging • Digital advertising & social graphics • Webflow (web design & build)
• Presentation & sales collateral design • Trade show & event graphics • Generative AI in creative workflow • Typography
• Product & event photography • Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro)

experience

Vicasso – Hamilton, NJ

Marketing Creative Manager ***2/2026 – 10/2026***

- Built and maintained the visual system that marketed six software products: typography, color, iconography and layout templates, scaled across web, email, and print.
- Designed the paid ad creative for LinkedIn, Google, and Reddit, the graphics for the company's social posts, and the email campaign assets.
- Designed a lead-generation campaign end to end, from the paid social ad through the landing page to the guide behind the form, including the data visualization inside it.
- Cut landing-page turnaround from three days to one by working generative AI into concepting and imagery, and piloted an AI-connected Webflow workflow to take it into production.

Digital Media Specialist, Vicasso ***6/2021 – 2/2026***

- Designed and built every page of the company site in Webflow during the rebrand from Internet Creations to Vicasso.
- Created all marketing collateral and sales enablement materials, and built the company-wide asset library, organizing source files and templates so any team member could find, use and hand off the right file.
- Produced booth graphics, promotional products, and the sales presentation for an event program that went from one annual show to six in 2025, lifting qualified event-sourced leads from 120 to 235, 28% of total qualified leads, up from 17% the prior year.
- Directed freelance animators through delivery of nine product explainer videos over 24 months, giving sales a reusable asset set for prospect engagement.

Advertising Specialty Institute / The ASI Show – Trevose, PA

Graphic Designer ***10/2017 – 6/2021***

- Designed three show directories a year for The ASI Show, each pairing a full exhibitor listing with advertising and show editorial, through to press-ready files.
- Partnered with marketing to produce trade show signage and meter boards, advertising, direct mail, email marketing, downloadable content and infographics.
- Official photographer for the shows, shooting keynote sessions, networking events and the show floor. The resulting library fed the pre-show brochures, show directories, advertising and signage for the next cycle, all of which I designed.

Quickie Manufacturing Corporation (Newell Brands) – Cinnaminson, NJ

Senior Graphic Designer / Lead Photographer ***12/2006 – 10/2017***

- Redesigned a portfolio of over 300 items across Quickie, Bulldozer, Jobsite and retailer private label, building a packaging system for each, from concept through print production. Increased brand awareness and purchase intent.
- Designed packaging, signage, and in-store displays for major retail accounts including Lowe's, Home Depot, ACE, True Value, Target and Walmart, with quarter-pallet and floor displays built to each retailer's published specifications and proofs approved before production.
- Managed a product photography library of 600-plus items for packaging, e-commerce, and social media. Saved the company $120K/yr. by shooting and retouching 80% of photography in-house.
- Led design for Quickie's annual industry housewares trade show, resulting in incremental sales of $500K/yr.

Earlier: Contract Graphic Designer, The ASI Show • Jr. Art Director, G Whiz (Grey Advertising), NYC, on W Hotels • Creative Assistant, Grey Advertising, NYC

education

Ithaca College, Ithaca, NY • Bachelor of Arts • Major: English • Minor: Art
Rutgers University Online • Web Design Professional Certificate Program