



becky beasley

senior designer brand, print, digital, environments

Lumberton, NJ 08048 • (609) 417-4881 • beckybeasleydesign@gmail.com • linkedin.com/in/becky-beasley • bekybdesign.com

summary

Hands-on senior designer across brand identity, packaging, digital design, and photography. I turn complex technical products into clear stories across web, video, email, and print, and build the systems that keep a brand consistent afterward. Currently the sole designer for a Salesforce ISV, designing everything from the website in Webflow to product campaigns.

skills

- Typography • Art direction • Brand & design systems • Adobe CC (Photoshop, Illustrator, InDesign, Premiere, Acrobat)
- Webflow (web design) • Print production & package design • Sales enablement & presentation design • Event & booth design
- Video editing & production • Lifestyle, event & product photography • Generative AI in creative workflow

experience

Vicasso – Hamilton, NJ

Marketing Creative Manager

2/2026 – Present

- Built the visual system that markets six software products: typography, color, iconography, layout templates, maintaining and scaling the system across web, email, and print.
- Design and run the company website in Webflow, restructuring page templates and video toward AI search visibility.
- Translate complex software functionality into clear visual communications, diagrams, and assets for customers and prospects.
- Cut landing-page turnaround from three days to one by working generative AI into concepting and imagery. Piloting an AI-connected Webflow workflow to take it into production.

Digital Media Specialist, Vicasso

6/2021 – 2/2026

- Rebuilt the company site end to end in Webflow during a rebrand from Internet Creations to Vicasso. Designed and shipped each page on the new site.
- Directed freelance animators through delivery of nine product explainer videos over 24 months, giving sales a reusable asset set for prospect engagement.
- 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.
- Designed 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.

Advertising Specialty Institute / The ASI Show – Trevoze, PA

Graphic Designer

10/2017 – 6/2021

- Partnered with marketing to produce advertising, direct mail, email marketing, downloadable content, infographics, and trade show signage.
- 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 and its sub-brands, building a packaging system for each, from concept through print production. Increased brand awareness and purchase intent.
- Managed a product photography library of 600-plus items for packaging, e-commerce, and social media. Saved the company \$120K/yr. by shooting 80% of photography in-house.
- Designed customer-specific packaging, signage, and merchandising for major retail accounts, including Lowe's, Home Depot, ACE, True Value, Target, and Walmart.
- 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