

contact me

(920)-784-4858
beccah.p622@gmail.com
beccahpeper.com

education

**Bachelor's Degree in
Graphic Design**
Minor in User Experience
& Minor in Digital Media
Studies

skills & toolkit

Adobe Creative Suite-
Illustrator, Photoshop,
InDesign, & After Effects
UX/UI Design
Figma
Wordpress & Elementor
Microsoft Office
Photography / Videography

involvement

UMN Design Student &
Alumni Board Member
2021 - 2022

UMN Design Student &
Alumni Board Student
President
2022 - 2023

work experience

junior brand designer - Superhuman

January 2024 - August 2024

- Completed a comprehensive brand identity project for a local catering business by developing a cohesive visual identity and marketing materials
- Executed designs from concept to final files, including presenting designs to clients and incorporating feedback to ensure alignment with their vision and requirements
- Coordinated and shot multiple photoshoots for both Superhuman and client projects to produce high-quality social and brand content

design intern - Haberman Inc.

June 2023 - December 2023

- Independently developed and delivered a comprehensive brand identity for a local breathwork company, including logo design and full brand guidelines
- Expanded the Haberman brand by introducing new graphic styles and treatments to social media posts and the website while reinforcing brand identity
- Assisted on photoshoots for social media and brand content, including food, portraits, and other diverse subjects

graphic designer - University of Minnesota - Recreation and Wellness

June 2021 - June 2023

- Created facility wide designs that adhered to Recreation and Wellness brand standards and style guides
- Applied creative freedom and direction to produce unique materials for a variety of facility program areas and needs
- Integrated suggestions, ideas, and improvements from directors and co-workers to improve final designs for both print and digital realms

multimedia graphic design intern - Elire Inc.

May 2022 - August 2022

- Enhanced the company's brand recognition by adding cohesive brand assets such as illustrations, a multi-page ebook, social graphic templates, and other marketing materials
- Conducted a comprehensive RAID log analysis of the Elire website and devised design solutions for upwards of 30 usability improvements

creative experience

owner of soulful stars photography - 2017- present

- Photographer specializing in senior portraits and couples photography
- Applied strong organization and decision-making skills within business practices and operations

WEBSITE: <https://beccahpeper.wixsite.com/soulfulstars>

INSTAGRAM: @soulful.stars.photography

