



BETH MCGEACHIE

ART DIRECTOR | GRAPHIC DESIGNER | WEB/UI DESIGNER | WEB DEVELOPER

STATEMENT



Art director with over 10 years experience working with top brands and entertainment companies. Versatile in many levels of the design process from print and web design to UI app design. Ability to handle multiple teams at once while, not only producing high-quality work, but delivering earlier than set deadlines. Dedicated to producing first-class products that launch any client to a higher level of standard and recognition.

INFO

Current city: Los Angeles, California
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EDUCATION & DEGREES

2001 - 2005 | WINTHROP UNIVERSITY
BACHELOR OF ARTS
VISUAL COMMUNICATIONS - GRAPHIC DESIGN
Rock Hill, South Carolina

SKILLS

Photoshop	● ● ● ● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ● ● ● ●
Indesign	● ● ● ● ● ● ● ● ● ●
Dreamweaver	● ● ● ● ● ● ● ● ● ●
After Effects	● ● ● ● ● ● ● ● ● ●
Microsoft Office	● ● ● ● ● ● ● ● ● ●
Flash	● ● ● ● ● ● ● ● ● ●
HTML	● ● ● ● ● ● ● ● ● ●
CSS	● ● ● ● ● ● ● ● ● ●
PHP	● ● ● ● ● ● ● ● ● ●
Javascript	● ● ● ● ● ● ● ● ● ●
Wordpress	● ● ● ● ● ● ● ● ● ●

TRAITS

Motivation	● ● ● ● ● ● ● ● ● ●
Organization	● ● ● ● ● ● ● ● ● ●
Teampayer	● ● ● ● ● ● ● ● ● ●
Creativity	● ● ● ● ● ● ● ● ● ●
Leadership	● ● ● ● ● ● ● ● ● ●

WORK EXPERIENCE

- **2011 - CURRENT | COSMIC TOAST STUDIOS ANIMATION COMPANY** | *Sherman Oaks, California*
ART DIRECTOR, WEB DESIGNER, WEB DEVELOPER
 - Produced pitch decks that ensured the studio funding for new and innovative projects.
 - Branding creation & development of logos & websites for clients to ensure a professional, positive brand recognition.
 - Production of game backgrounds, UI, and ancillary elements to create high retention rate by players.
 - Style guide production to guarantee seamless integration of elements between departments of productions.
- **2009 - 2011 | STARGATE STUDIOS VISUAL EFFECTS COMPANY** | *South Pasadena, California*
GRAPHIC DESIGNER, WEB DESIGNER, WEB DEVELOPER
 - Filmed & edited behind-the-scenes for many of the high-end camera tests for camera industry powerhouses, such as Canon & Arri, to allow customers to engage better with the brands.
 - Created, developed and managed company's website to continue traffic and interest for their services.
 - Designed marketing material for entertainment industry leaders to improve interest in their continued business and to attract new clients.
- **2008 | MCGREGOR CREATIVE GRAPHIC DESIGN COMPANY** | *South Pasadena, California*
GRAPHIC DESIGNER, WEB DESIGNER
 - Website design for area private schools highlighting not only their dedication to education but the traits that set them apart from other area schools.
 - Production of marketing materials that lead to higher retention rates and rise in new customers.
- **2006 - 2008 | ZOBO.TV / SNAP AV CONSUMER ELECTRONICS** | *Charlotte, North Carolina*
GRAPHIC DESIGNER
 - Designed national print ad campaigns that positively stood out and were recognized by industry leaders.
 - Created logos and packaging that exceeded level of quality and design of competing products.
 - Produced all print material for the store that integrated the company's fun, stylish, and high-end objective into a pleasurable shopping experience.

