

Bend, OR (US)
info@bethmitchelldesign.com
bethmitchelldesign.com
425 891 2744

BETH MITCHELL

GRAPHIC DESIGNER

Brand and Marketing Designer with 5 years of experience across packaging and print for wellness and supplement brands, UX and UI for AI products, and large-scale event marketing and campaign systems. I have worked across digital, physical, and experiential touchpoints, from product packaging and brand identity to full-funnel campaigns and event environments. I focus on turning ideas into clear, effective design that actually performs, while keeping everything cohesive as things scale.

EMPLOYMENT HISTORY

APR 2024 – PRESENT

Graphic Designer, Tony Robbins (Robbins Research International), Remote

- Contributed to design direction and led execution for the **2026 Time To Rise Summit**, supporting a **\$2M+ campaign launch**
- Led design across a diverse portfolio of brand initiatives spanning digital, physical, and experiential touch points, including marketing funnels, large-scale event environments, out-of-home advertising, and merchandise
- Designed and optimized full-funnel marketing experiences across web, email, paid media, and campaign systems, supporting high-volume product launches and recurring events
- Supported brand execution across 13+ annual events and multiple business verticals, including nonprofit (Global Youth Leadership Summit) and hospitality (Namale Fiji Resort), maintaining cohesive identity across evolving campaigns
- Partnered cross-functionally with marketing, product, and copy teams to deliver cohesive brand experiences across digital and event-based campaigns

OCT 2023 – FEB 2024

Product Designer, Engaging.ai, Remote

- Designed UX/UI concepts and interactive prototypes for **AI products**, including exploratory survey experiences for brands such as Constellation Brands and The Wine Group, and interface flows for licensing platform Clippi
- Produced motion graphics, interactive storyboards, and explainer visuals to support product storytelling and client-facing pitch materials
- Collaborated cross-functionally with engineering, legal, and creative teams to translate complex **AI** capabilities into clear, user-centered design concepts aligned with compliance and brand considerations

SEP 2021 – FEB 2023

Junior Graphic Designer (formerly design intern), 2x4 Nutrition, Remote

- Led end-to-end packaging execution, coordinating with overseas manufacturers and print vendors to ensure production accuracy, quality, and on-time delivery for large-scale retail rollout
- Assisted design and launched packaging and brand assets for the 13-SKU “Better” **wellness and supplement product line**, supporting distribution across Direct To Consumer, Amazon, and major retail partners including **Walmart**
- Collaborated cross-functionally with marketing, product, and senior designers to execute high-volume creative in a fast-paced **startup environment**
- Promoted from intern to junior designer based on strong ownership, cross-functional communication, and consistent delivery against tight deadlines

EDUCATION

Bachelor of Fine Arts in Graphic Design, Academy of Art University, San Francisco, CA

- Graduated with **three-time All Conference Academic Honors** and **All-American Honors** with a **3.8 GPA**, and received honorable mention for Best Portfolio
- Served as **President** of University Student-Athlete Advisory Council (SAAC) and Pacific West Conference SAAC
- Co-launched the Green Bandana Initiative, securing **\$20K** per university to support QPR mental health training; led 26 university representatives through NCAA voting and governance

SKILLS

Brand Strategy, Wireframing, Creative Problem Solving, Time Management, Critical Thinking, Interaction Design, Collaboration, Empathy, Typography, Design Systems, Brand Development, Visual Communication, Content Strategy, Brand Identity, Graphic Design, Figma, Illustrator, Photoshop, InDesign, Motion Graphics, Video Editing, Cross-Functional collaboration, Public Speaking, Package Design, Print, Digital Design, Social Media, Design Strategy, Adobe Creative Suite, Microsoft Suite