

BETH MITCHELL

GRAPHIC DESIGNER >

Summary >

Graphic designer and former collegiate athlete with a track record of grit, determination, and teamwork. Led as president of the university Student Athlete Advisory Council, worked as a junior designer, and self-produced a podcast, all while earning a degree. Currently compounding skills in UX/UI, packaging, print, video/audio, and content creation with a goal of growing even more on a passionate team. Striving for continuous progress, bringing a unique blend of creativity, teamwork, and drive to every project.

Education >

Graphic Design BFA
Academy of Art University, School of Graphic Design
Date of graduation: May 2023

Work Experience >

Engaging | Graphic Designer & Marketing Consultant

October 2023–Current

- Led branding efforts for UX/UI design in multiple AI survey experiences, ensuring a seamless and visually appealing user journey.
- Collaborated with the marketing team to craft brand strategy for the AI fitness app and produced compelling video ad content, aligning design elements with marketing objectives for effective promotion.

2x4 Nutrition | Junior Graphic Designer

May 2022–February 2023

- Collaborated cross-functionally to design graphics for the “Better” line, featuring 13 SKUs, working with design, marketing, and all leadership teams.
- Managed comprehensive print processes, overseeing file creation to release, and coordinated seamlessly with printers. Additionally contributed to proposal designs securing a contract with Walmart.

2x4 Nutrition | Design Intern

September 2021–May 2022

- Collaborated with designers, creative director, and marketing team to create graphics for packaging, promotions, website, print, and Amazon listings.
- Led the creation of the inaugural co-branded product and its assets, including shipping boxes, cards, Amazon graphics, and web visuals.

Just B | Self-Produced Podcast

February 2023–Present

- Produced and mixed high-quality audio using Adobe Audition.
- Amplified the podcast’s presence through targeted social media marketing on Instagram, effectively growing the audience by over 10,000 followers in 4 months.

Contact >

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Leadership >

President of Student Athlete Advisory Council
Academy of Art University
2021–2023

President of Student Athlete Advisory Council
Pacific West Athletic Conference
2022–2023

Awards >

Academic All-PacWest
2020–2023

NFCA All-American Academic Award
2022–2023

Honorable Mention Best Portfolio
Academy of Art University, 2023

Publications >

Falls, J. (2022). “When User-Generated Content Creates Marketing Gold” CIPIO.ai. Retrieved from <https://blog.cipio.ai/user-generated-content-marketing-gold>

Software Proficiency >

Adobe Suite: Illustrator, Photoshop, InDesign, Audition, Dimensions, After Effects, Premiere Pro, Media Encoder
Wix, Microsoft Suite, Figma, Google Suite, CapCut

Skills >

Public speaking, presentations, team leading, multi-media communications, social media, package design, publication and print, layouts, video/audio, content planning, UX/UI