

# 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–February 2024*

- Conceptualized and executed UX/UI products for a sub-brand AI licensing app Clippi, and AI product survey experiences for The Wine Group and Constellation Brands.
- Produced and acted in on-camera videos for a fitness app product for a large gym organization, using lighting, camera, and audio techniques to produce high quality videos.

#### 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.

#### Social Media Marketing | Influencer Marketing

*September 2018–Present*

- Achieved success with a FitnessSF promotion video, gaining 1.4M views, 44,000 likes, and featured in a CIPIO article. Cultivated a dynamic social media presence, amassing 15,000 Instagram and 150,000 TikTok followers, showcasing strong audience engagement.

### 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