

BECKY YAZDAN

- DESIGNER
- WEB DEVELOPER
- PROJECT MANAGER
- BRAND STRATEGIST

CONTACT

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SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Shopify/Liquid, WooCommerce
- Microsoft Office: Word, Excel, Powerpoint
- CMS: Wordpress, Squarespace
- Social Media Marketing & Strategy
- Mailchimp, Constant Contact
- HTML/CSS/JS, Bootstrap
- Search Engine Optimization
- User Experience

DIGITAL PORTFOLIO

yazdancreative.com

EDUCATION

NEW YORK STUDIO SCHOOL

Master of Fine Arts, 2005

UNITED DIGITAL ARTISTS

Web Design Certification, 2002

UNIVERSITY OF COLORADO, BOULDER

Bachelor of Fine Arts, Painting & Photography, 1999

ABOUT ME

20 years experience as the lead Designer, Programmer and Project Manager at an NYC design firm where I played a key role in all Marketing, Branding, and Strategy decisions. In addition to being organized, detail-oriented, and conscientious, I am great with people. I love working closely with clients to problem-solve their individual needs and determine how to tell their story in the most compelling way. When I'm not in the office I'm in my studio making giant abstract oil paintings or wrangling my teenagers.

PROFESSIONAL EXPERIENCE

DAMASCUS BAKERIES

DESIGNER / SHOPIFY DEVELOPER - CONTRACT

REMOTE, 2023 - PRESENT

Design and build custom Shopify site for 100 year old Bakery specializing in Consumer Products as well as Food Service products for companies including Whole Foods, Starbucks and Pret a Manger.

TRUAX & COMPANY

CREATIVE DIRECTOR DIGITAL AND PRINT - CONTRACT

NYC, 2002 - PRESENT

Oversee Brand Strategy, Print and Web Design/Development, Digital and Print Marketing, and all aspects of projects from inception to launch. Work closely with clients to clarify vision and deliver results. All sites designed and coded for optimal SEO and ADA Compliancy.

WARM THOUGHTS COMMUNICATIONS

GRAPHIC DESIGNER - PART TIME

REMOTE, 2023 - PRESENT

Design client websites, source and prep digital assets for development. Work closely with all departments using Basecamp to stay on schedule and manage workflow.

VARIOUS CLIENTS

DESIGNER, BRAND STRATEGIST, AND CONSULTANT - FREELANCE

NYC, 2015 - PRESENT

Brand Strategy, Print and Web Design, Programming and Online Marketing for clients across multiple sectors (fashion, financial services, interior design, architecture, fine arts, etc).

HEARST MAGAZINES & DOW JONES

MARKETING AND PROMOTIONS COORDINATOR

NYC, 2000 - 2002

Management, design and production of marketing materials and presentations for the Advertising and Licensing Divisions as well as Marketing, Promotions and Creative Services department support for Town & Country, SmartMoney and SmartMoney.com.