

# BECKY YAZDAN

- BRAND STRATEGIST
- GRAPHIC DESIGNER
- WEB DEVELOPER
- PROJECT MANAGER

## CONTACT

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## SKILLS

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

## DIGITAL PORTFOLIO

yazdanweb.com

## EDUCATION

NEW YORK STUDIO SCHOOL

Master of Fine Arts, 2005

UNITED DIGITAL ARTISTS

Web Design Certification Course, 2002

UNIVERSITY OF COLORADO, BOULDER

Bachelor of Fine Arts, Painting & Photography, 1999

## ABOUT ME

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

## PROFESSIONAL EXPERIENCE

NJ, 2023 - present

### WARM THOUGHTS COMMUNICATIONS

GRAPHIC DESIGNER - PART TIME

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

NYC, 2002 - present

### TRUAX & COMPANY

CREATIVE DIRECTOR DIGITAL AND PRINT - PART TIME

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.

NYC, 2015 - present

### VARIOUS CLIENTS

BRAND STRATEGIST AND CONSULTANT - FREELANCE

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

NYC, 2000 - 2002

### HEARST MAGAZINES & DOW JONES

MARKETING AND PROMOTION COORDINATOR

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.