



acacia
BETANCOURT

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“Whoever said beauty is on the inside lied to us all! Have you seen our site lately? Yea, that’s because Acacia’s the best. Despite having the mammoth project of bringing our website out of the 90s, Acacia also manages to find time to teach us all a little more about design and how to make everything we create the best it can be.”

GLOBALGIVING COLLEAGUE

“Acacia is world class. She was incredibly reliable, always followed through on her word, and was a joy to work with. Not only is she extremely skilled at her craft, but her professionalism blew me away.”

JEFF RIDDLE, FORMER CLIENT

“Working with Acacia on the design of my film company’s logo was a truly wonderful experience. Her talent is immense, but what really makes Acacia stand out from other designers is her ability to create a design that reflects my company’s personality, instantly and beautifully.”

KAREN SHOPSOWITZ,
FORMER CLIENT

I am a senior graphic and user experience designer living in the lovely city of Washington DC. To me, being a designer is about solving problems, and my creativity lies in how I solve them.

relevant experience

GLOBALGIVING • Senior Graphic + UX Designer • Washington DC • 2014-Present

Single-handedly refreshed the entire brand, including the logo, website, collateral, and visual presence. Worked with a team of developers to iteratively improve user experience which has significantly increased conversions, and in turn, has helped bring more funding to nonprofits all over the world and enabled them to have more impact and effectiveness.

10PEARLS • UI/UX Designer • Herndon VA • 2013-2014

Crafted aesthetically pleasing and functional user experiences for web and mobile, as well as built designs for apps and mobile games.

MARSTUDIO INC. • Art Director • Rockville MD • 2012-2013

Worked with a diverse range of clients from sole proprietors to fortune 500 companies, which expanded my experience in branding, print, and web design. I was instrumental in company decision making and art direction.

BLUEMERCURY • Graphic Designer • Washington DC • 2012

In collaboration with the CEO, I enhanced the company’s branding, marketing strategy, and online presence, designed all collateral for national 40 retail stores, and created weekly email newsletters which were sent to over 200,000 people.

FREELANCE GRAPHIC DESIGNER • 2010-2012

Worked mostly with small business clients on branding and website projects, and spent this time developing and honing my design process. My diverse, international clients included a wide range of industries, and nearly all were cultivated through referrals.

EVENT NETWORK • Graphic Designer • San Diego CA • 2008-2010

EN provides brand and retail support for attractions such as Newseum, Shedd Aquarium, the Royal Ontario Museum, the Phoenix Zoo, and Harry Potter: The Exhibition. I created everything from apparel to food packaging, which was sold in over 60 stores in North America.

BLACK SHEEP FILMWORKS • Video Editor & Graphic Designer • Tucson AZ • 2004-2008

I was an editor with BSWF for 5 years, and created highly stylized, full-length films for weddings & events. I was also responsible for all motion title design and printed graphics.

CAMP MANITOU • Creative Arts Activity Head • Ontario Canada • 2006-2011

While I was the head of the Art Program at Manitou, I managed a staff of 3 or 4 people every summer, taught art curriculum and created events for over 400 kids.

STUDIO A, UNIVERSITY OF ARIZONA • Graphic Design Intern • Tucson AZ • 2007-2008

Worked on several professional projects with real clients, including the branding for the University’s OB/GYN department, which is still used today.

education

UNIVERSITY OF ARIZONA • BFA Visual Communications, Graphic Design • Tucson AZ • 2008

professional skills

Adobe Creative Suite • Sketch • Video editing • Photo editing • Copywriting

qualities

Analytical • Pragmatic • Committed • Organized • Reliable • Versatile • Self-motivated
Nurturing • Communicative • Transparent • Self-aware • Empathetic • Resourceful • Thorough

awards

DCFemTech Powerful Woman Designer Award • 2016

“COMMITTED TO WOW” Award • GlobalGiving.org • Peer Nominated • 2015

AVA AWARDS • Gold Award, Marstudio, Inc. • Facebook Page for social media content • 2013

RESTAURANT DESIGN CONTEST • Branding, Collateral, Packaging, Interior Design • 2007

thank you

Please visit my website at acaciabetancourt.com to view my most recent work. References and additional portfolio pieces available upon request.