

beth roche

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bethroche.com

education

2015

UNIVERSITY OF DELAWARE

BFA Visual Communications

Calloway Humanities
Scholarship, Dean's List
Courses centralized in design,
advertising, typography,
interaction design,
printmaking (i.e. screen-print,
3-D printing), photography

skills & interests

Adobe Creative Suite,
advertising, art direction,
typography, digital
photography, screen-
print, social media site
management, travel, yoga

experience

8/15-9/15

MAUDE FREELANCE GRAPHIC DESIGNER

Worked closely with creative team to meet creative briefs and design campaigns. Clients including Save the Children, NJOY, WGN and more. maudeny.com

12/14-2/15

MAUDE DESIGN INTERN

Created comps as well as client presentations, worked collaboratively with designers and creative director to design and execute campaigns. maudeny.com

6/14-7/14

LONDON, ENGLAND STUDY ABROAD

Five week program focused on advertising and design. Meetings with Wieden+Kennedy, Saatchi & Saatchi, Mother London, Pentagram, Studio Moross and others. Bookbinding and letterpress workshop at London Centre for Book Arts. Developed personal travel blog. bethroche.tumblr.com

12/13-2/14

MAUDE DESIGN INTERN

Assisted creative team and with ideation, concepting and design to meet client briefs. maudeny.com

6/12-8-12 & 6/13-8/13

JORDAN MURAL DESIGN, INC. ARTIST ASSISTANT

Worked collaboratively with local artist to create original sets and artwork for clients and theatre productions. Restored historic outdoor mural in Huntington, NY. philipjordan.com

leadership

11/13-11/14

SIGMA KAPPA SORORITY PUBLIC RELATIONS CHAIRMAN

Organized and designed apparel orders, managed social media accounts, planned PR events for students and administration, spoke weekly at chapter meetings.