

# BECCA

## REBECCA ALISE FINN

Art Director + Senior Designer

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I am passionate about great ideas, innovation, insatiable curiosity, and generally any solution that leads to a more impactful experience in life. My design work reflects my need to think differently so that I can identify problems and find innovative, successful solutions that make an impact, both visually and experientially. I thrive off of working in an inspirational environment in which I can be part of an enriching, team-based culture.

## Education

Auburn University

### BFA OF GRAPHIC DESIGN

College of Architecture, Design & Construction  
May 2013, Cum Laude

## Recognition

### FEATURED

Behance's "Branding served", "AIGA Portfolios", "Editorial Design Served", "Graphic Design", and "Web Design Served"

### 2017 HOW DESIGN AWARD FOR SECOND SELF

### PRINTMAG REGIONAL DESIGN AWARD WINNER 2016

### FEATURED ON CREATIVE MARKET AS ONE OF THE TOP 5 USERS TO FOLLOW ON PINTEREST FOR DESIGN

### 2013 AUBURN UNIVERSITY JURIED DESIGN STUDENT SHOW AWARD

Editorial Design Award Winner for Object magazine

### 2012 AUBURN UNIVERSITY JURIED FINE ARTS STUDENT SHOW AWARD

Furr Creative Excellence award winner

## Skills & Intellect

Adobe Creative Suite | Editorial Design | Branding |  
Typography | Web & App Design | UI & UX | Wireframing |  
Illustration | Idea Generation/Conceptualizing | Research |  
Invision | Fixel Cinemagraph Pro | Mailchimp | Squarespace |  
Active Campaign | Asana | Sketch

## Work Experience

Art Director

### SYRUP | August 2017-November 2017 | ATL

Create and evolve visual identities into full branding campaigns; Develop email campaigns and templates on a wide range of platforms for a diverse range of clients; Web design and user experience direction with a nimble team of creative and strategy colleagues; Heavy use of Sketch for all digital design experiences.

Art Director

### IQ AGENCY | June 2016-August 2017 | ATL

Create and manage conceptual and visually compelling work with a team of designers; Collaborate with the strategy team to create responsive, user-friendly, and intuitive experiences; Develop comprehensive design systems that work across diverse platforms; Manage photoshoots/videos; Print Campaigns; Identity Design

Lead Designer/Art Director (Freelance)

### ABSOLUTE TRAVEL | Jan.2014-Oct. 2016 | NYC

Editorial Design, Publication Design, and Branding. Created various publication materials including the sustainable travel book A World of Good.

Senior Digital Designer

### CSE DIGITAL | Sep.2015-May 2016 | ATL

Responsive website design and functionality; Experiential digital design; UX Design; Intuitive interfaces from beginning to end; Interface Design for Virtual Reality; Design and Execution of hi-end concepts for clients while utilizing the online environment to create, evolve and support their overall brand. Experience working with brands such as AT&T, Carnival, Anheuser-Busch, Aflac, National Geographic and Lexus.

Designer

### ADRENALINE | Aug. 2013-Aug. 2015 | ATL

Branding, Concept Development, Experiential Design, Web Design, App Design, Print Design, Packaging, Naming Strategy, Presentation Design, Environmental Design