

# Betty Southerland

BeSoArt.com • electrawoman@gmail.com • Dallas, TX and Remote

## Adobe Creative Suite | Illustration | Written Communication

Experienced and detail-oriented award-winning graphic designer, illustrator, artistic consultant and educator with a passion for functional effective design and a professional work style. Creative conceptual thinker with expert technical, organizational, and project management skills. Consistently demonstrates excellent accuracy under tight deadlines. Proficient in Adobe Creative Suite, Figma, Sketch, Microsoft Office and a variety of content management systems and supportive software/apps.

### FREELANCE

Graphic Designer & Illustrator  
August 2018–Present



- Experienced graphic design, illustration, branding and marketing for a diverse group of industries including: retail, luxury retail, hospitality, entertainment, beauty, health/fitness, fashion, non-profit, food/beverage, organizations and societies, real estate, diversity-targeted marketing, and education. Notable freelance clients include Cinemark, Zales Corp., and recording artists; Delbert McClinton, Ian Moore and Holly Williams.
- Illustrations exhibited during Art Basel Miami '22 for FIDA x Tiffany & Co. x Elsa Peretti special event at Instituto Marangoni
- 2021 FIDA Award Winner for Fashion Illustration in the Classical category.
- 2018 State Fair of Texas blue ribbon winner for figurative art.
- Published fashion illustrations and figurative expressionist fine art in a variety of publications.
- Created traditional and digital illustration in a variety of styles.
- Advanced photo retouching for high-volume anchor client.
- Social media, motion graphics, and NFT creation.
- Exhibited FIDA x Halston Project illustrations at National Arts Club NYC

### NATIONAL AUDUBON SOCIETY

Graphic Designer  
October 2015–August 2018



- Responsible for supporting conservation for multiple Audubon nature centers and national project teams with events and educational programs.
- Redesigned event booths resulting in increased event traffic and participation, improved brand visibility, and community involvement.
- Created, designed, and implemented an award-winning fundraising campaign and targeted social media plan including motion graphics.
- Illustrated an acclaimed series of coloring pages based on J.J. Audubon prints and painted live at events.
- Created and implemented educational and marketing materials to inform the creation of new National Audubon Society brand standards.
- Implemented Google Ad Words strategy for SEO.
- Developed departmental processes improving production and turnaround.
- Created and managed fillable-form branded template system.

### AMERICAN PACIFIC RESOURCES

Graphic Designer  
May 2012–May 2015



- Using Adobe Creative Suite, designed and produced a variety of brochures, flyers, websites, branding packages, UX design, corporate materials and digital media for a group of diverse corporate and retail holdings.
- Completed photography projects for residential luxury real estate.
- Developed departmental processes.
- Project leader for United Way CANstruction, a team-building fundraiser using canned-food donation items to build architectural displays.
- Trainer: Adobe Creative Suite and Microsoft Powerpoint.
- Expert-level photo retouching and manipulation.
- Liaison to India UX software design team.
- Corporate design and layout including Powerpoint presentations.



**CLUBCORP**  
Graphic Designer  
September 2010–May 2012

**ALOA KEYNOTES MAGAZINE**  
Creative Services Director  
August 2001–July 2009

**DALLAS INNER-CITY GAMES**  
Design Instructor  
May 2001–August 2003

**BRISTOL HOTELS AND RESORTS**  
Sr. Graphic Designer  
September 1998–January 2001

- Supported over 100 golf and country clubs worldwide within the luxury hospitality industry with layout creation, photo retouching, production, proofreading, and job trafficking skills.
- Created and managed high-volume template system.
- Recognized point person for client satisfaction in managing critical assignments.
- Winner of 2 GDUSA magazine awards for In-house design.
- Published trade show graphics, educational materials, marketing items, digital assets and a monthly technical publication for 10,000+ member organization.
- Developed processes and published an event-site daily newsletter with overnight production and delivery.
- Created and developed strategic partnerships with corporate clients.
- Trained and managed a small staff including designers plus sales and account executives.
- Created and managed internship program.
- Taught graphic design/web design and tech skills to at-risk youth in an extracurricular high school program (Whiz Kids/Miracles).
- Four out of twenty students developed careers in publishing and graphic design following participation in the program.
- One student received an Emmy award for his television work, inspired by his participation in the class.
- Received an award from Arnold Schwarzenegger and Mark Cuban.
- Developed marketing materials for the corporate design team within the hospitality industry.
- Chosen for select design travel team and awarded for exemplary support of the executive sales team in Las Vegas and The Bahamas.
- Personally commended by the corporate executive team for outstanding service on presentations and special projects.
- 2-time Crystal Bristol award winner for receiving the most service commendations in one year, company wide.

## SKILLS

Adobe Creative Suite, Microsoft Office, Figma, Sketch, conversion design, responsive design, branding, content management systems, layout, typography, digital and traditional Illustration, fashion illustration, SEO and marketing copywriting, proofreading, budget and file management, social media, variable data printing, print design and production, photo manipulation and retouching, video editing, motion graphics, art direction, team leadership, communication, client service, Powerpoint presentations, training, MailChimp, Constant Contact, job trafficking, information graphics, sculpting, environmental graphics, portrait painting, and live painting.

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