

# Betty Southerland

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

## Adobe Creative Suite | Illustration | Written Communication

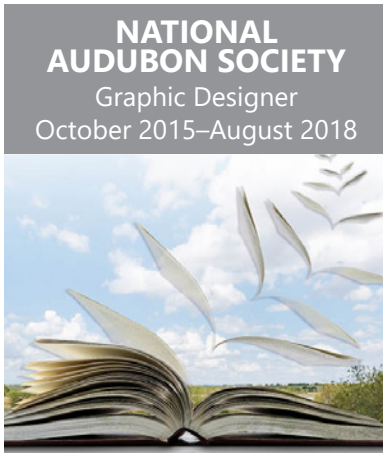
Experienced and detail-oriented award-winning graphic designer, illustrator, artistic consultant and educator with a passion for functional effective design and a professional work style. Creative conceptual thinker with expert technical, organizational, and project management skills. Consistently demonstrates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



- Over 3 decades experience working in 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 clients include **Cinemark**, **Zales Corp.**, and recording artists; **Delbert McClinton**, **Ian Moore** and **Holly Williams**.
- 2023 completed a community-themed conceptual painting for mural display via LA Art Now.
- 2023 Fashion illustration collection chosen for contract use in film/television via Off the Walls Studio Gallery.
- 2022 Illustrations exhibited during Art Basel Miami '22 for FIDA x **Tiffany & Co.** x Elsa Peretti special event at Istituto Marangoni.
- 2021 FIDA **Award Winner** for Fashion Illustration in the Classical category.
- 2021 Exhibited FIDA x **Halston** Project illustrations at **National Arts Club NYC**
- 2019–Present advanced photo retouching, branded graphics, targeted marketing, presentations, email marketing, 2 web migrations and social media for high-volume anchor client.
- 2018 State Fair of Texas **blue ribbon winner** for figurative art.
- Ongoing contributor fashion illustrations and contemporary art in a variety of international publications.
- Created traditional and digital **illustration** in a variety of styles.
- Created **fine art** for commission and exhibition.
- Advanced **photo retouching** and manipulation for travel, hospitality, real estate, fashion, beauty, luxury, nonprofit, food/beverage, retail and entertainment industries

## 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, editing, 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, targeted advertising for Google/Social, and live painting.



## 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 Ads** strategy and **SEO**.
- Developed departmental **processes** improving **production** time.
- 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

- 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.

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

- 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/developed **strategic partnerships** with corporate clients.
- Trained and **managed a small staff** including designers plus sales and account executives.
- Created and **managed internship** program.

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

- **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.

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

- 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.

*1994–1998 Graphic Designer at Society of Petroleum Engineers*

*1990–1994 Graphic Designer/Illustrator at Applause Emblem and Pin*