

BECCA DIEROLF


Graphic Designer
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ABOUT

A delightful mixture of caffeine-fueled Type A and creativity-infused Type B. By day, I'm a branding wizard, casting design spells and making sure not a single pixel is out of place. When the sun takes a break, you'll find me creating recipes that toe the line between genius and "maybe-I-shouldn't-have-done-that," or chasing my cat around the house while trying to decipher who's actually in charge.

 becdier@gmail.com

 /in/hello-becca

 hello-becca.com

 Philadelphia

SKILLS

- Branding
- Visual design
- Print production
- Project management
- Figma, Figjam
- Adobe Creative Suite
- Sketch
- Procreate
- Webflow
- Hubspot
- Squarespace, Wix

EDUCATION

BA, ADVERTISING

Concentration: Art Direction

*Temple University
Lew Klein College of
Media & Communications*

EXPERIENCE

SENIOR BRAND DESIGNER *Guru; 2019 – Present*

As the lead visual designer for the Guru brand, I play a significant role in determining the strategic direction of the visual brand while executing on designs for Guru's customers in every part of their customer journey. Additional key responsibilities include:

- Communicating with and art directing junior designers and freelancers
- Coordinating brand logistics with vendors for events and campaigns
- Maintaining brand guidelines and educating on changes and updates

BRAND DESIGNER *Guru; 2018 – 2019*

Worked closely with the creative director to design the majority of day-to-day designs for the Guru brand including digital graphics, website design, direct mail, and company apparel

STUDIO DESIGNER *Razorfish Health; 2018*

Worked directly with a senior art director as a member of the dedicated AstraZeneca design team where I designed educational materials, marketing materials, event collateral, and print projects for two oncology drugs

DESIGNER *Razorfish Health; 2017 – 2018*

Worked directly with a senior art director to design pharmaceutical marketing materials for companies such as Allergan, Sanofi Pasteur, and Johnson and Johnson

DESIGNER, FREELANCE *LevLane; 2015 – 2016*

Worked directly with a senior art director to design pharmaceutical marketing materials for companies such as Allergan, Sanofi Pasteur, and Johnson and Johnson

DESIGNER, FREELANCE *M; 2016*

Worked directly with a senior art director to design collateral for Xfinity