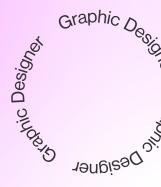
# **BECCA DIEROLF**



#### **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 /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