

BETH ANDERSON

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Objective

Position as a Creative Director, Art Director | Contract or Remote Full Time

Profile

The process of finding the unique voice of projects is what inspires me.

Whether in two or three dimensions, my approach to design is optimistic and fresh, while keeping solutions strategic. I seek to differentiate, creating an end-user connection that conveys the brand's benefit. Looking to build relationships that recognize the importance of marketing, to create a unique and engaging brand message is the end goal.

Experience

- UX/Information Design, Web, Branding, Marketing, Package Design, Print, Signage, Copy writing.
- Overall creative direction and design of projects, from initial concept branding, strategy and positioning to final design execution. Production of artwork. Strong copy writing concept skills.
- Management of projects from marketing and initial client contact through final presentation, as well as overseeing all aspects of production including scheduling and budgeting.
- An inspiring leader with a focus on working with team members to reach project goals.
- Proficient in evaluating market research and brand opportunities.
- Areas of Technical Knowledge: Adobe Creative Suite, Figma, Mailchimp, Microsoft Office. Extensive experience in prototyping and creating artwork for web/apps.

Selected Accomplishments

Mediflix | *Creative Director*

Creative direction and visual brand development of the Mediflix.com platform from the initial launch through the current brand/product/app evolution. Collaborated with all departments to define strategic/visual positioning Materials, while developing all visual materials of the brand.

BAD INK [Beth Anderson Design] | *President*

A creative constancy working directly with clients of as a contract Creative Director/Graphic Designer

- Boca Raton Resort & Spa: Packaging & retail signage for a line of gourmet food products.
- Breakers Resort & Spa: Resort & Spa Logo design, packaging.
- Ritz Carlton: 100 South Ocean Restaurant Branding including logo, menus & signage.
- Carnival Cruise Lines: Created International advertising & sales promotion for Canada.
- Marriott Hotels Worldwide: Redesign of all communications materials in a Marriott Hotel.
- Created the first sexy metal wine label for Maxus Champagne (Rutherford Benchmarks), which increased product revenues by 200%.
- Hyundai Department Stores, Korea: Environmental Signage including Way-finding, Restaurant, Super Market and Parking Signage. Created language bridges for marketing product lines that redefined retail in Korea.

Accounts

TRAVEL & LEISURE American Airlines, Boca Raton Resort & Club, Breakers Resort & Spa, Carnival Cruise Lines, Doral Resort, Forte Hotel, Ritz Carlton, ClubMed. **FOOD & BEVERAGE:** Rutherford Benchmarks (Wines), Apple & Eve, Tropic Sun Wine Cooler, Publishing: Architectural Digest, Business Week, Health, Personal Computing, Scientific American. **RETAIL:** Hyundai Department Stores, Gulfstream Racetrack. **NOT FOR PROFIT:** Seattle Girls' School. Junior Achievement, Seattle Art Museum. **Service:** Isani, AT&T, Chemical Bank. **HEALTHCARE:** Mediflix, Bausch & Lomb, Bristol Meyers Squibb, Gerber, Johnson & Johnson, Lasersight, Merck, Pfizer, Plavix, Roche, Solvay, Shire.

Employment History

10/2021 - 5/2024

Mediflix | *Creative Director*

9/1995 - Present

BAD INK [Beth Anderson Design] | *President*

12/1995 - 7/2015

Osprey Communications | *Contract Creative Director*

9/1994 -12/2006

GTFH/Grey Health Care Group | *Senior Art Director/Contract Art Director*

Education

Rhode Island School of Design – Bachelor of Fine Arts in Graphic Design