

Bethany Sharp

Creative Director &
Graphic Designer

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Education

School of the Art Institute of Chicago

MFA in Visual Communication Design
Dean's Scholar
Student Teacher – Information Design

Boston University College of Fine Arts

BFA in Graphic Design
Art History Minor
Summa Cum Laude

Skills

Expert in Adobe CC, including:
InDesign, Illustrator, Photoshop,
AfterEffects, XD and Premiere

Print production, including: Letterpress,
Offset, and Risograph printing.

Information design

Environmental graphics

Design guidance and documentation

Photo and Video

Clients

Agency Clients

HP, Microsoft, AWS, Adobe, Citrix, Allstate,
Chicago Waldorf School, Chicago DCASE,
Chicago History Museum, Texas A&M,
WashU

Freelance Clients

Hillel International, Mishkan Chicago,
The American Library Association,
Chicago Shakespeare Theater, Purina Event
Center, Purina Farms, Boston University,
AIGA New England

Work Experience

Senior Art Direction Manager, T-Mobile SEA

November 2022 – present

Lead multiple streams of creative facing all frontline T-Mobile employees. Conceptualize and execute designs and video content displayed in over 3,000 locations nationwide. Manage partnerships with Apple, Samsung, Motorola, etc. via feedback, storyboards, and designing co-branded assets. Mentor a team of digital designers based in multiple locations through creative reviews and 1:1s.

Independent Graphic Design Practice

January 2014 – present

Work includes logos, information design, branding, environmental graphics, landing page design, UX design, and more. Act as liaison with vendors including local printers and signage companies.

Associate Creative Director, Transmission SF (Remote)

June 2021 – August 2022

Led content design agency-wide for international tech clients, including B2B and B2C marketing. Oversaw the work of multiple ADs, Production Designers, and freelance creatives. Established content design standards and creative libraries to ensure uniformity and streamline the design process.

Senior Designer and Art Director, Knack Collective SEA

September 2018—May 2021

Led digital creative for hundreds of clients through brand campaigns and partnership marketing. Managed a diverse creative team including freelance and FTEs. Worked on large-scale RFPs to create conceptual campaigns for national and international clients.

Lead Designer, Ask Big Questions CHI

January 2016 – June 2018

Established and maintained all digital and print brand standards for non-profit. Led brand refresh. Designed all print deliverables, programming materials, client- and donor-facing communications.

Designer, Simple Truth CHI

September 2013 – November 2015

Print and Brand Designer for a wide variety of Enterprise and SMB-level clients. Upheld complex brand standards, participated in large scale RFPs