

# BETSY POPEK



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Cottonwood Heights, UT

Full-Stack Designer with an extensive graphic design background looking to utilize my creative thinking and problem-solving skills while building clean designs and thoughtful user experiences.

## INDUSTRY SKILLS

### WEB:

**Front:** React.js, JavaScript, ES6, HTML5, CSS, Sass

**Back:** Node.js, Express, MongoDB, Mongoose

**Other:** Git, JSON, Agile

### DESIGN:

**Adobe Creative Suite:**

InDesign, Photoshop, Illustrator  
QuarkXpress, WordPress

### UX:

InVision, Sketch, Balsamiq

## SOFTWARE ENGINEERING WORK

### Ordino Job Organizer | <https://ordino-job-organizer.herokuapp.com/>

- Created a website that helps users organize the job search process.
  - Full-stack CRUD app allows users to add, edit, delete and categorize jobs.
  - Developed and designed full experience with user's job search needs in mind.
- Built with: React, Javascript, HTML, CSS, Sass, Express, MongoDB, Node.js.

### Clue Murder Mystery | <https://clue-murder-mystery.herokuapp.com/>

- Full-stack game inspired by the 1949 Clue board game.
  - Wrote API endpoints supporting application using Node.js and Express.
  - Crafted and implemented front-end design to complete the full experience.
- Built with: React, Javascript, HTML, CSS, Express, MongoDB, Node.js.

## WORK EXPERIENCE

### J&A Marketing | [Graphic Designer](#) | North Kingstown, RI

February 2014 – Present (*Remotely since June 2015*)

- Developed and implemented procedure to manage and track changes in brand guidelines; monitor all art to prevent fines or loss of licenses.
- Create new designs and marketing campaigns that maintain a consistent identity; all used to drive growth for products sold at military bases around the world.
- Accurately manage time and workload; often asked to help with projects to help balance workload for art team to help meet their deadlines.

### Keepsake Quilting | [Graphic/Catalog Designer](#) | Moultonboro, NH

August 2007 – September 2013

- Lead Designer for flagship catalog; supervised team, organized and tracked progress as well as delegated tasks. Provided support for sister catalogs.
- Collaborated with marketing team to brainstorm ideas and then translate designs for all materials to keep a consistent brand identity.
- Provided weekly content and cultivated customer interaction on Keepsake Quilting blog, Facebook and Twitter accounts.

### Carus Publishing | [Freelance Graphic Designer](#) | Stratham, NH

June 2011 – November 2011

- Executed a complete branding redesign of 14 bind-in cards from conception through completion.
- Coordinated with marketing team and vendors to meet all project requirements and deadlines.

## PORTFOLIO



[betsypopek.com](http://betsypopek.com)



[linkedin.com/in/betsypopek](https://www.linkedin.com/in/betsypopek)



[github.com/BPopek](https://github.com/BPopek)

## EDUCATION



**Full-Stack JavaScript  
V School**

Accelerated Full-Stack (MERN)  
JavaScript Program 2019



**UX Design Workshop  
Springboard**

Online UX Program 2017



**Bachelor of Fine Arts  
Industrial Design**

**Rhode Island School of Design**  
Providence, RI