

Bethany Thielen



<http://designedbybethany.com>



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Education:

4.0/4.0 GPA **Arizona State University** August 2014 - May 2018

Colleges:

Ira A. Fulton School of Engineering
Barrett, the Honors College

Major: Technical Communication *[content curation]*

Focus: Graphic Information Technology *[multimedia design]*

Minor: Human Systems Engineering *[user research]*

Skills:

Photoshop

Illustrator

InDesign

Balsamiq Mockups

Responsive
Websites

HTML5/CSS3

Brand Strategy

Information
Architecture

Experience:



Web Design Lead

SolarSPELL

January 2017 - Present

- Designed logo, business cards and letterhead for brand package
- Wrote 6-page style guide to define verbiage, color, font and logo usage
- Illustrated 2 themed homepage background images in Illustrator
- Wireframed web and mobile digital interface to improve usability for users with low technical literacy



Graphic Designer

The Polytechnic School

September 2017 - Present

- Unified 7 academic program identities in design, reviewed by Polytechnic School Director and program stakeholders
- Branded merchandise in design, following ASU style guide, for distribution to ASU students and faculty from Director's Office



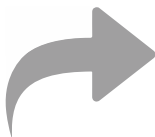
UX/UI Intern

U-Haul International

March 2017 - August 2017

- Wireframed interactive Uhaul.com truck reservation path in Balsamiq, developing user-specific product recommendation function
- Prototyped 15-page reservation process web interface in Illustrator from wireframe, following U-Haul style guide
- Created 5 user personas utilized by design team
- Benchmarked 5 competitor websites' UX in 100+ pages of documentation

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Experience (continued):



Marketing Developer

December 2015 - March 2017

Educational Outreach
and Student Services

- Utilized Adobe Illustrator, Photoshop and InDesign on Mac platform to produce marketing documents
- Fulfilled customer specifications to produce and revise custom designs
- Designed creative posters using layout, color and typography principles
- Adhered to ASU's style guide, designing to uphold brand/identity standards
- Collaborated with the Print Lab to produce CMYK banners and posters
- Interviewed and evaluated potential ASU Student Engagement employees
- Managed FourWinds digital signage marketing uploads to Union and Fitness Center screens



HR Intern

May 2016 - August 2016

G/O Digital Marketing

- Collaborated with 60+ department heads to update 300+ job descriptions
- Wrote 2 original, senior-level job descriptions based on interviews with personnel filling roles
- Created 50-slide presentation of Millennial employee retention strategies, used by G/O leadership to improve management practices
- Composed FAQ sheet explaining HR payroll date change, distributed to 500+ employees
- Interpreted and tabulated employee satisfaction data from Survey Monkey using Excel
- Audited 300+ personnel data entries in confidential shared-drive



Marketing Director

March 2016 - August-2016

Undergraduate Student
Government

- Wireframed website redesign, directing development team in redesign
- Oversaw Facebook page, promoting events and maintaining organization's online presence
- Spearheaded virtual reality treadmill proposal for campus gym
- Produced marketing documents, collaborated with print lab, and distributed marketing on campus to advertise events
- Planned and ran annual campus events, attended by hundreds of students

Accomplishments:

Awards:

- Selected for Adobe Creative Jam
- Recognized for Dean's List (2014-2017)
- Awarded 'Honorary GIT Student'
- Nominated 'GIT Lower-Level Shooting Star'
- Awarded SUN award for creativity and excellence by Polytechnic School Director

Leadership

- Barrett Mentor
- Barrett Retreat Student Leader
- Chick-Fil-A Team Leader
- Undergraduate Student Government Senator

Languages:

- English
- Spanish

Projects:

Project Kiku Light:

Worked with Kalatine, Kenya community through surveys and with Kenyan sponsor directly to develop solution to community need for artificial light for school children. Benchmarked existing solar light solutions and created prototypes to develop solution under \$6, made from materials available to the remote community. Created Wordpress blog to track project progress and displayed product in Ira A. Fulton Innovation Showcase.