BECCA DARLAND
UI Designer

UI Designer with a background in Graphic Design. A enthusiastic and motivated designer passionate about creating visually appealing UI designs. Eager to learn and grow from senior leaders. A creative team member who is passionate about bringing fresh ideas to the table.

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RANGE USA
Graphic Designer
August 2020 - Present

- Spearheaded production for digital assets used for online education, marketing, and web
- Conceptualized and developed customer journeys, triggered campaigns, and weekly promotional emails for mobile and desktop
- Created print materials such as, flyers, posters, and ads for new store locations
- Assisted in Range USA rebrand from Shoot Point Blank, including name, colors, and marketing materials

ANTHONY MUÑOZ FOUNDATION
Graphic Design Intern
May 2019 - August 2019

- Executed 5 fundraising events including creating print and digital materials such as, brochures, flyers, posters, signage, and tv graphics
- Created and developed a brand standards for visual brand identity
- Developed graphic assets, layouts, and templates for future design interns

PROJECTS

Task Up | Productivity App | Career Foundry Project
- Created a working prototype of a productivity app that is useful for people who want to stay organized and manage their daily tasks. Conducted research on similar apps and noted the positive aspects that users mentioned.

Social City | Social Meetup App| Career Foundry Project
- Conceptualized and developed a functional social meet-up application. It simplifies the process of finding events happening in your city by eliminating the need to search through multiple apps. Created personas based on the user's goals to help them achieve their desired outcomes.

Brands We Carry | Web Page | Range USA
- Researched, developed, and designed low to high fidelity wire-frames. Created a responsive web page that provides information about our tops brands.

EDUCATION

Associates | Cincinnati State | 2020 | Graphic Designer

UI Design | Career Foundry | 2023 |Certificate in UI Design

SKILLS

Adobe Creative Suite
Illustrator, Photoshop, InDesign, XD, After Effects
UI Design
Competitive Analysis, User Interviews and Personas, Prototyping, Wireframing, HTML, CSS, & JavaScript, Figma