

Betsy Woodworth

SENIOR GRAPHIC DESIGNER

ABOUT ME

Hello I'm Betsy

I'm a designer with a particular love for branding and perfectly groomed eyebrows. I have two favorite T's, tattoos and true crime. I am currently 11 tattoos in, with 6 more to go. SSDGM to all my fellow Murderinos.

EDUCATION

2018 - 2020

Graphic Design

The Creative Circus

2014 - 2018

BA in Sex, Gender and Media

Indiana University
Bloomington

AWARDS

2022

Gold Lion

Cannes Lions

2022

Gold & Best of Show

American Advertising Awards

Experience.

Senior Graphic Designer

KTGY / Chicago, IL / 2023 - Present

- Independently performs assignments with minimal instruction to achieve client goals and prepares strong design concepts and necessary alternatives for review
- Strategically lead, direct and inspire designers in the brand conceptualization, design, and development of projects from preliminary concept and critical thinking through fabrication and delivery
- Manage multiple projects and tasks within a fast paced deadline-driven environment

Senior Graphic Designer

Tenderling Design / Austin, TX / 2022 - 2023

- Led strategic problem-solving alongside other Tenderling team members and clients
- Independently executed large design systems while managing and overseeing projects and designers
- Collaborated and led others in concept creation, refinement and presentation material

Junior Graphic Designer

BooneOakley / Charlotte, NC / 2021 - 2022

- Produced preliminary versions of designs, engaged in design solutions and feedback to improve final design
- Reported to, and worked alongside, the Senior Art Director to help execute creative concepts
- Led entire web and print projects as a Junior Designer