

BETHANY MENNECKE

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PROFESSIONAL EXPERIENCE

None of the Above (NOTA)

Art Director

May 2021–May 2024

- Integrated innovative modular design principles into biannual print and digital literary publications using Adobe InDesign
- Consulted with contracting press publishers to print books and promotional materials using proper marks and bleeds
- Photographed and edited photos using Adobe Photoshop; designed, captioned, and published social media posts
- Led weekly meetings with team of graphic designers to delegate assignments and responsibilities

Graphic Designer

May 2020–May 2021

- Designed innovative and eye-catching print and digital advertisements for upcoming events
- Managed artwork submission by corresponding with artists featured in publication through Microsoft Outlook

Eau Claire Jazz Inc.

Graphic Design Intern

Sept. 2023–May 2024

- Designed promotional materials including digital signage, print ads, table tents, menus, and brochure handouts
- Completed assignments within timely manner, even under tight deadlines and with quick turnaround
- Coordinated with a team of ten, representing various departments, to plan and execute engaging events

Housing and Residence Life, University of Wisconsin-Eau Claire

Graphic Designer

April 2023–May 2024

- Designed digital and print advertisements for promoting student life at UW-Eau Claire campuses
- Designed new or refreshed logos for campus organizations using Adobe Illustrator
- Created informational packets for graduate students; designed large-scale printed coloring pages

Barstow and Grand

Freelance Graphic Designer

July 2023–Dec. 2023

- Laid out the annual 100-page print literary publication, comprising 35 local and regional Midwest authors
- Illustrated custom artwork using Procreate, focusing on regional landmarks, for cover and internal pages
- Consulted with Eau Claire Printing to print books using proper marks, bleeds, and image resolutions

National Presto Industries

Graphic Design Intern

Jan. 2022–Dec. 2022

- Designed effective marketing materials to be used on websites for Walmart, Sam's Club, and Amazon
- Ideated and created logos for new products, including PopLite MyMunch and Canning Kit
- Designed presentations and print materials using Adobe InDesign for sales meetings

The Spectator

Graphic Designer

Feb. 2019–May 2022

- Designed five to eight column graphics per semester to fit specifications and needs set by columnists
- Created vibrant social media content including Instagram post graphics and analyzed market analytics
- Designed refreshing new logos and marketing posters and social media graphics

Foster Gallery

Gallery Assistant

Sept. 2021–Dec. 2021

- Designed print guides and informational pamphlets to be used by attendants while viewing exhibitions
- Offered positive and enthusiastic service to guests; answered questions about artwork on display

EDUCATION

University of Wisconsin-Eau Claire – Bachelor of Fine Arts in Graphic Design

May 2024 — Summa Cum Laude

Certificate in American Sign Language (ASL)