

# Bethany Chadwick Cordero

## Graphic Designer & Branding Specialist

Branding & Digital Design | Creative Visual Storytelling

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Barcelona, Spain

Triple Citizenship (Spain, UK, USA)

Portfolio: [www.bethanyccd.com](http://www.bethanyccd.com)

**Graphic Designer & Branding Specialist with extensive experience developing visual identities and multi-channel campaigns for clients in retail, hospitality, healthcare and finance.** Skilled in Adobe Creative Suite and Figma, I have delivered digital and print designs that strengthened brand presence and drove results, such as increasing engagement by 124% through social media and boosting reservations by 30% with strategic print design. **Recognized with a GDUSA American Graphic Design Award (2023) and an IDA Honorable Mention (2023)**, with a track record of leading projects end-to-end, collaborating with cross-functional teams to ensure brand consistency and business impact.

## EXPERIENCE

Pushing the Envelope, Marketing & PR Agency | Florida, USA

2024 - Present

### Lead Graphic Designer - Branding & Visual Identity

- Drive creative direction and execution of branding and campaign projects for 18+ clients across retail, healthcare, hospitality, and finance, ensuring designs consistently supported marketing objectives and strengthened brand positioning.
- Build complete brand identity systems (logos, style guides and digital assets) that elevated client recognition and set the foundation for cohesive multi-channel communication.
- Boost digital engagement by 124% for a key client through the design of 25+ animated social media graphics, aligning visual storytelling with audience insights.
- Enhance brand visibility and sales by creating 12 targeted print advertising campaigns and a 26-page promotional brochure, which directly contributed to a 30% increase in private dining reservations.
- Ensure flawless production standards by delivering print-ready files and marketing collateral with strict attention to technical specifications, quality, and brand consistency.

RE Creative Agency | Florida, USA

2023

### Graphic Designer - Digital Campaigns

- Designed trend-driven digital and social content in collaboration with marketing teams, contributing to the successful launch of a new app and expanding audience engagement.
- Created strategic pitch decks and branded mockups that supported client acquisition and strengthened agency positioning in competitive proposals.
- Led creative onboarding for new accounts, ensuring seamless integration of brand guidelines into campaign deliverables.

Deloitte x SCADpro | Georgia, USA

2022

### UI/UX Designer - Accessibility Lead

- Redesigned a platform interface with a team of 13 multidisciplinary designers, improving usability and delivering a more intuitive digital experience.
- Implemented ADA/AAA compliance measures to maximize accessibility, ensuring inclusivity for all users and positioning the platform with best practices in design standards.
- Presented final concepts to Deloitte executives, demonstrating the business impact of user-centered design solutions.

## EDUCATION

### Bachelor's Degree in Graphic Design (Fine Arts)

2021 - 2023 | Savannah College of Art and Design

### Bachelor's Degree in Advertising

2015 - 2018 | University of Florida

## LANGUAGES

English | Native

Spanish | Advanced (C1)

## TECH SKILLS

### Design Tools, Motion & Video:

Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, Premiere Pro)

### Prototyping & Collaboration:

Figma, Sketch, Canva, Procreate