

BETHANY CHADWICK CORDERO

CONTACT

Based in Fort Myers, Florida

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PORTFOLIO

bethanyccdemail.com

HONORS

GDUSA 2023 American
Graphic Design Award

IDA 2023 Honorable Mention

SKILLS

TECHNICAL

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro)
- Figma
- Generative AI Tools (Firefly, ChatGPT, Gemini)
- Print & Digital Design
- Brand Systems
- Visual Hierarchy & Layout Design
- Typography & Color Theory
- UI/UX Design

PROFESSIONAL

- Highly Detail-Oriented
- Proactive Communicator
- Collaborative Team Player
- Leading Design Efforts Across Multiple Campaigns
- Creative Conceptualization
- Meets Tight Deadlines While Maintaining Quality
- Process Optimization
- Adaptable to New Tools and Techniques

Award-Winning Graphic Designer with a passion for results-oriented design. Specializes in creating impactful marketing materials that strengthen brand presence, drive growth, and engage audiences across digital and print media.

WORK EXPERIENCE

Pushing the Envelope, Lead Graphic Designer

Fort Myers, FL (Hybrid), Jan 2024 – Present

- Lead design efforts from concept to completion at a full-service marketing agency, serving 11+ clients spanning diverse sectors including healthcare, hospitality, and finance
- Design and implement full-scale branding projects, producing brand identities, usage guidelines, and digital assets
- Create impactful visuals for print and digital media, including high-performing social media graphics, landing pages, and banner ads that strategically align with key business objectives
- Optimize design workflows using generative AI tools, reducing graphic production time by 34%
- Maintain brand consistency across platforms while adapting to quick turnaround times and evolving project requirements
- Present and justify design decisions clearly within collaborative, cross-functional teams

RE Creative Agency, Contract Graphic Designer

Miami, FL (Remote), Sep 2023 – Dec 2023

- Proactively managed new client account, facilitating seamless collaboration to ensure optimal client satisfaction
- Conceptualized and created social media content that harmonized with the brand's mission, vision, and values
- Crafted an engaging proposal presentation with tailored social media content, leading to a new client acquisition

Deloitte x SCADpro, Graphic Design Intern

Savannah, GA, Sep 2022 – Nov 2022

- Re-designed an existing UI in collaboration with a team of 13 designers, focusing on optimizing the user experience
- Fostered strong client relationships by consistently delivering high-quality work and incorporating feedback
- Spearheaded the ADA adherence initiative, achieving AAA compliance and enhancing platform accessibility

EDUCATION

Savannah College of Art and Design

B.F.A. in Graphic Design (Summa Cum Laude)
Savannah, GA

University of Florida

B.S. in Advertising (Cum Laude)
Gainesville, FL