

# Bethany Chadwick Cordero

## Graphic Designer & Branding Specialist

Branding & Digital Design | Creative Visual Storytelling

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 bethanyccd@gmail.com

 Florida, USA (in process of relocating to 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
<b>Lead Graphic Designer - Branding &amp; Visual Identity</b>	
<ul style="list-style-type: none"><li>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.</li><li>Build complete brand identity systems (logos, style guides and digital assets) that elevated client recognition and set the foundation for cohesive multi-channel communication.</li><li>Boost digital engagement by 124% for a key client through the design of 25+ animated social media graphics, aligning visual storytelling with audience insights.</li><li>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.</li><li>Ensure flawless production standards by delivering print-ready files and marketing collateral with strict attention to technical specifications, quality, and brand consistency.</li></ul>	
RE Creative Agency   Florida, USA	2023
<b>Graphic Designer - Digital Campaigns</b>	
<ul style="list-style-type: none"><li>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.</li><li>Created strategic pitch decks and branded mockups that supported client acquisition and strengthened agency positioning in competitive proposals.</li><li>Led creative onboarding for new accounts, ensuring seamless integration of brand guidelines into campaign deliverables.</li></ul>	
Deloitte x SCADpro   Georgia, USA	2022
<b>UI/UX Designer – Accessibility Lead</b>	
<ul style="list-style-type: none"><li>Redesigned a platform interface with a team of 13 multidisciplinary designers, improving usability and delivering a more intuitive digital experience.</li><li>Implemented ADA/AAA compliance measures to maximize accessibility, ensuring inclusivity for all users and positioning the platform with best practices in design standards.</li><li>Presented final concepts to Deloitte executives, demonstrating the business impact of user-centered design solutions.</li></ul>	

EDUCATION	LANGUAGES	TECH SKILLS
<b>Bachelor's Degree in Graphic Design (Fine Arts)</b>  2021 - 2023   Savannah College of Art and Design	<b>English</b>   Native  <b>Spanish</b>   Advanced (C1)	<b>Design Tools, Motion &amp; Video:</b> Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)  <b>Prototyping &amp; Collaboration:</b> Figma, Sketch, Canva, Procreate
<b>Bachelor's Degree in Advertising</b>  2015 - 2018   University of Florida		