Betty Southerland

BeSoArt.com • electrawoman@gmail.com • Dallas, TX and Remote

Adobe Creative Suite | Illustration | Written Communication

Experienced detail-oriented, award-winning graphic designer/illustrator with a passion for functional effective design offers a sharing spirit and professional work style. Creative conceptual thinker with expert technical, organizational, production and project management skills. Consistently demonstrates accuracy within tight deadlines. **Proficient in Adobe Creative Suite** and a variety of content management systems.

FREELANCE

Graphic Designer & Illustrator
August 2018–Present

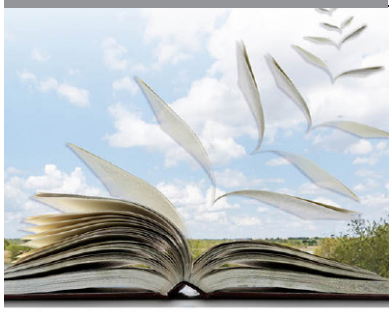
- Over 3 decades full-time experience working in **graphic design, illustration, branding and marketing** for a diverse group of industries including: retail, luxury retail, hospitality, entertainment, beauty, health/fitness, fashion, non-profit, food/beverage, organizations and societies, real estate, diversity-targeted marketing, and education. Notable clients include **Cinemark**, **Zales Corp**., and recording artists; **Delbert McClinton, Ian Moore and Holly Williams.**
- 2024-present Live Event and Fashion Illustration **New York Fashion Week, Alex Yu, London Fashion Week, Houston Fashion Week, Danny Nguyen, DCC Studios** touring **Sylvester** and assorted concerts/shows.
- April 2025 Figurative Art/**Fashion Illustrations** (6) exhibited in The Body Adorned II at Felstead Art Gallery London.
- 2024 "Party for One" artwork chosen for use on the set of a **Disney** pilot.
- 2023 completed a **community-themed conceptual** painting for a printed mural via LA Art Now.
- 2023 **Fashion illustration** collection chosen for contract use in film/television via Off the Walls Studio Gallery.
- 2022 Illustrations exhibited during Art Basel Miami '22 for FIDA x **Tiffany & Co.** x Elsa Peretti special event at Instituto Marangoni.
- 2021 FIDA Award **Winner for Fashion Illustration** in the Classical category.
- 2021 Exhibited FIDA x **Halston Project illustrations** at National Arts Club NYC.
- 2020-present **Artist/Illustrator** with DCC Studios London/Drawing Cabaret Couture.
- 2019–present advanced photo retouching, branded graphics, **print and digital graphics**, targeted marketing, presentations, email marketing, 2 web migrations, direct mail and social media for high-volume real estate.
- 2018 **State Fair of Texas blue ribbon** winner for figurative art.
- Ongoing **contributor** fashion illustrations and contemporary art in a variety of international publications.
- Created **traditional and digital illustration** in a variety of styles
- Created **fine art** for commission and exhibition.
- Advanced **photo retouching and manipulation** for travel, hospitality, real estate, fashion, beauty, luxury, nonprofit, food/beverage, retail and entertainment industries.

SKILLS

Adobe Creative Suite, Microsoft Office, conversion design, responsive design, branding, content management systems, Creative Direction, Art Direction, Graphic Design, layout, typography, digital and traditional Illustration, fashion illustration, SEO/marketing copywriting, proofreading, budget and file management, social media, variable data printing, print design and production, photo manipulation and retouching, light video editing, motion graphics, creative team leadership, communication, client service, Powerpoint presentations, training, HTML email, MailChimp, Constant Contact, job trafficking, information graphics, sculpting, environmental graphics, portrait painting, targeted advertising for Google/social media, and live drawing/painting.

NATIONAL AUDUBON SOCIETY

Graphic Designer
October 2015–August 2018



- Responsible for supporting conservation for multiple **Audubon** nature centers and national project teams with events and educational programs.
- Redesigned event booths r esulting in increased event traffic and participation, improved brand visibility, and community involvement.
- Created, designed, and implemented an award-winning fundraising campaign and targeted social media plan including motion graphics.
- Illustrated an acclaimed series of coloring pages based on J.J. Audubon prints and painted live at events.
- Created and implemented educational and marketing materials to inform the creation of new National Audubon Society brand standards.
- Implemented Google Ads strategy and SEO.
- Developed departmental processes improving production time.
- Created and managed fillable-form branded template system.

AMERICAN PACIFIC RESOURCES

Graphic Designer
May 2012–May 2015

- Using Adobe Creative Suite, designed and produced a variety of brochures, flyers, websites, branding packages, UX design, corporate materials and digital media for a group of diverse corporate and retail holdings.
- Completed photography projects for residential luxury real estate.
- Developed departmental processes.
- Project leader for United Way CANstruction, a team-building fundraiser using canned-food donation items to build architectural displays.
- Trainer: Adobe Creative Suite and Microsoft Powerpoint.
- Expert-level photo retouching and manipulation.
- Liaison to India UX software design team.
- Corporate design and layout including Powerpoint presentations.

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CLUBCORP
Graphic Designer
September 2010–May 2012

- Supported over 100 golf and country clubs worldwide within the luxury hospitality industry with layout creation, photo retouching, production, proofreading, and job trafficking.
- Created and managed high-volume template system.
- Recognized point person for client satisfaction in managing critical assignments.
- Winner of 2 GDUSA magazine awards for In-house design.

ALOA
KEYNOTES MAGAZINE
Creative Services Director
August 2001–July 2009

- Published trade show graphics, educational materials, marketing items, digital assets and a monthly technical publication for 10,000+ member organization.
- Developed processes and published an event-site daily newsletter with overnight production and delivery.
- Created and developed strategic partnerships with corporate clients.
- Trained and managed a small staff including designers plus sales and account executives.
- Created and managed internship program.

DALLAS
INNER-CITY GAMES
Design Instructor
May 2001–August 2003

- Taught graphic design/web design and tech skills to at-risk youth in an extracurricular high school program (Whiz Kids/Miracles).
- Four out of twenty students developed careers in publishing and graphic design following participation in the program.
- One student received an Emmy award for his television work, inspired by his participation in the class.
- Received an award from Arnold Schwarznegger and Mark Cuban.

BRISTOL HOTELS
AND RESORTS
Sr. Graphic Designer
September 1998–January 2001

- Developed marketing materials for the corporate design team within the hospitality industry.
- Chosen for select design travel team and awarded for exemplary support of the executive sales team in Las Vegas and The Bahamas.
- Personally commended by the corporate executive team for outstanding service on presentations and special projects.
- 2-time Crystal Bristol award winner for receiving the most service commendations in one year; company wide.

1994–1998 Graphic Designer at Society of Petroleum Engineers
1990–1994 Graphic Designer/Illustrator at Applause Emblem and Pin