

DESIGN
ILLUSTRATE
CREATE

Betty Southerland
BeSoArt.com



KEEP IT
SIMPLE

HELLO

I am **Betty Southerland**, an experienced **Graphic Designer and Illustrator**. From photo manipulation and layout to illustration and motion graphics, I have found my happy place in the field of visual communications.

I am proud to share my skills with a wide variety of industries and nonprofits while independently studying and practicing art/illustration in multiple styles and mediums.

Using the philosophies presented in this portfolio along with master-level **Adobe** expertise plus solid **tech, design, illustration and typography** skills, I work accurately and efficiently to help you reach your goals on time and on budget. I also manage files, budgets and other designers; and offer proofing, editing and writing support.

BeSoArt.com





EXCEED
EXPECTATIONS





FIX THE PHOTO



PHOTO RETOUCHING

Just a few of thousands of retouching and photo manipulation projects completed with dedication to realism.

ADD STYLE TO
AD SPECIALTY



IMAGINE THE
POSSIBILITIES



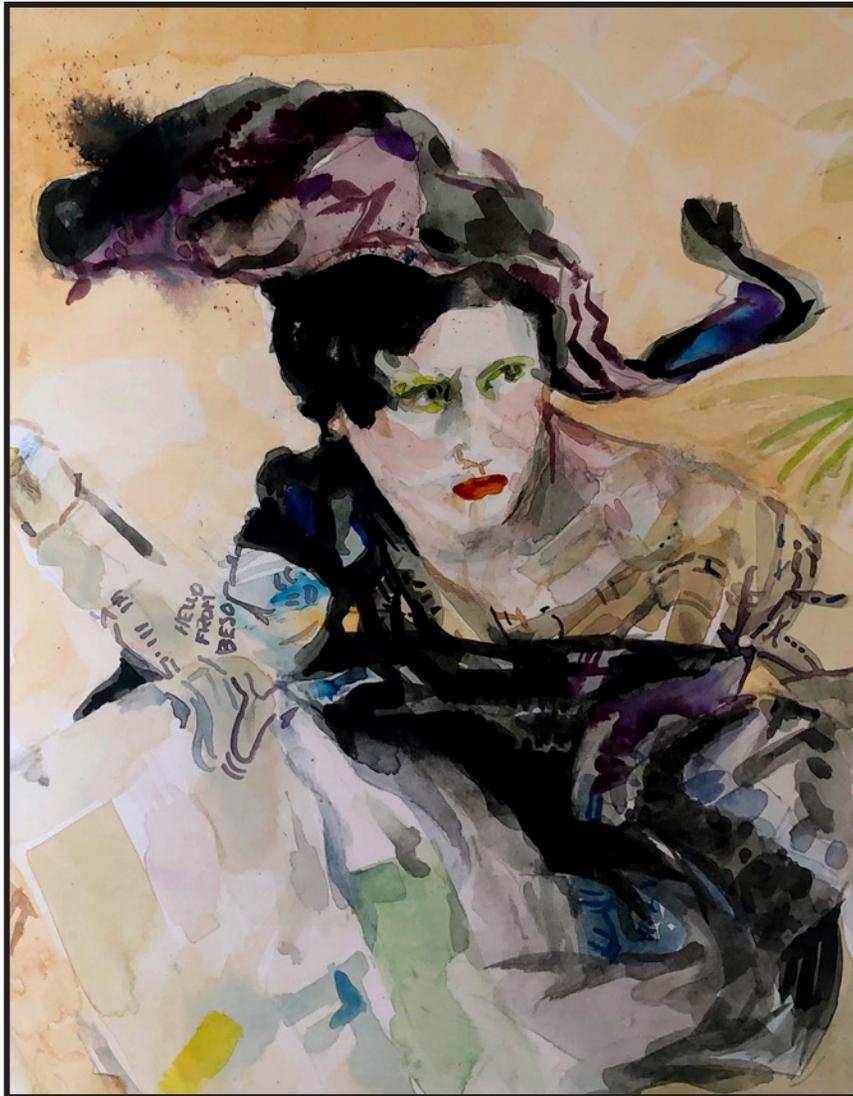
This Scene Does Not Exist in Physical Space

The image was created using multiple source materials and digital painting with Adobe Creative Suite.



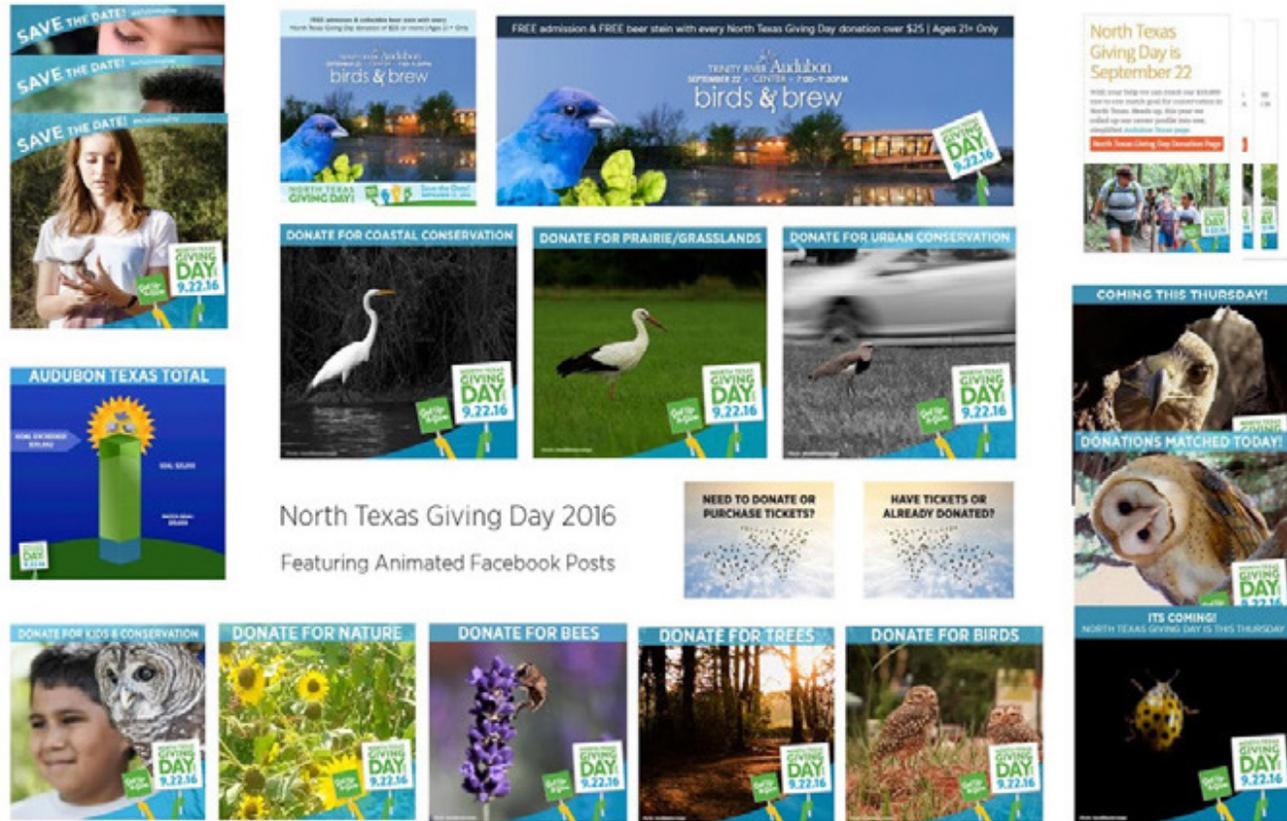
GUCCI

TAKE PRIDE
IN THE WORK



4th FIDA Awards 2021 Winner: Classical

SAY
YES



North Texas Giving Day 2016
Featuring Animated Facebook Posts

Audubon Texas NTxGD Project

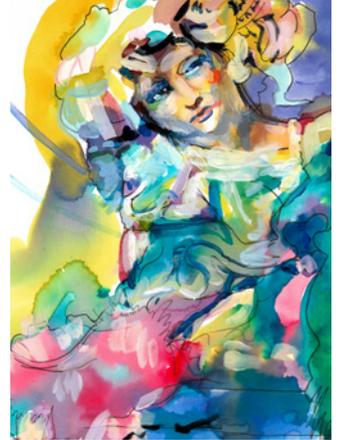
Voluntarily managed and created this fundraising event bringing enthusiasm and fresh ideas to the project. The final no-budget campaign featured social media motion graphics and won several awards while exceeding financial goals.

A LOGO IS A
LARGE VOICE
IN A
SMALL SPACE

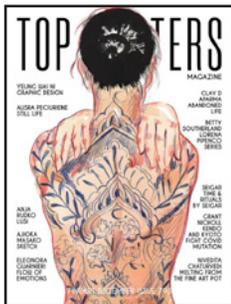
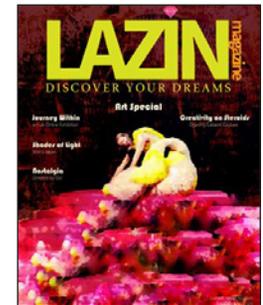
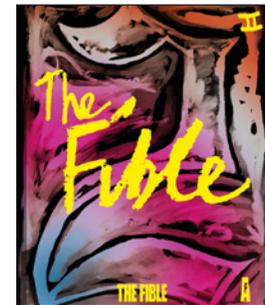
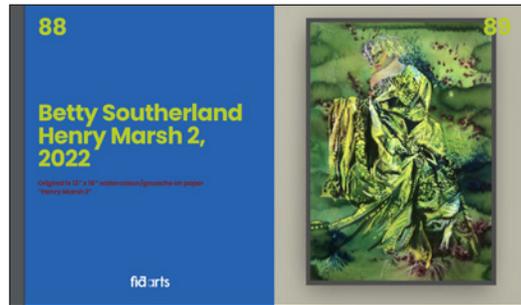
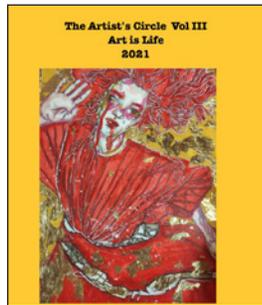
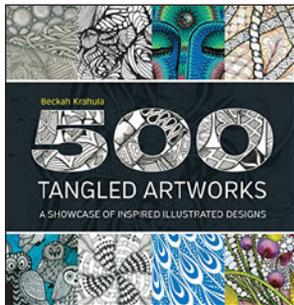




PRACTICE
PRACTICE
PRACTICE



PARTICIPATE IN PUBLISHING



SHARE
WITH
OTHERS

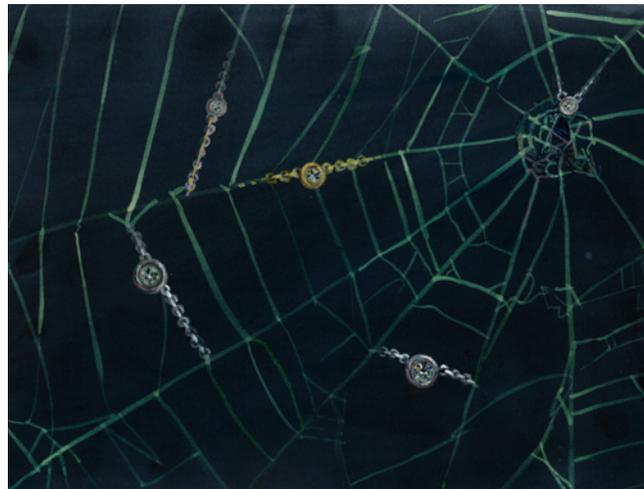
- CASA guardian ad litem 2009
- Teacher CSL Dallas 2014–2021
- Graphic Design Instructor
Dallas Inner-city Games
and Miracles program
- Live Painting at
EarthX 2015–2018,
Fortuny Fabrics launch 2019
London Fashion Week 2024
- Created Signs of Joy
fundraising art auction
- ArtCon 2016
- Mentor to aspiring artists
- Volunteer painter at
Beyond the Diagnosis
- Illustrator and content creator
with DCC Studios/Drawing
Cabaret Couture



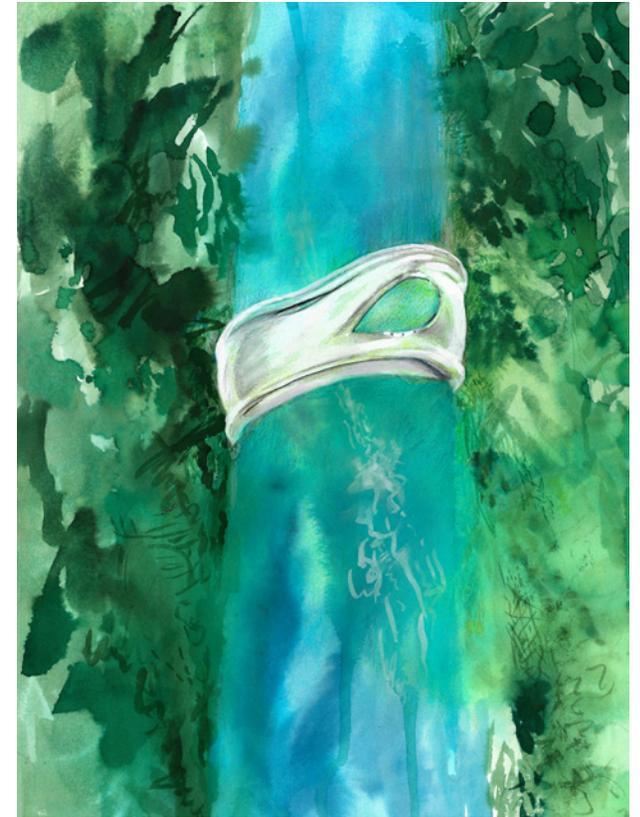
EMBRACE A
CHALLENGE



Snake Necklace



Diamonds by the Yard



Bone Cuff

Tiffany xFIDA xElsa Peretti 2022

A series of 3 hand-painted illustrations invoking the essence of celebrated designer and nature lover, Elsa Peretti, for Tiffany & Co. Elsa Peretti® Jewelry.
Exhibited during Art Basel Miami at Instituto Marangoni presented by With Love Halston.