

Beth Crichton

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Creative Team Lead | Graphic Designer | Branding Specialist | Concept Developer

Experienced creative with a 360° pallet of design in large markets. Over 15+ years of experience designing for hotels, restaurants, TV shows, products, ad campaigns, public relations, social engagement and creating brands from the ground up.

I have a passion for making complicated things simple through innovative and engaging marketing strategies driven to increase sales. I find ways to reach audiences through new production approaches, various platforms, and methodologies. *Connecting customers with the heart of brands is the fire that drives my creative execution.*

CORE COMPETENCIES

Art Direction • Creative Strategy • Brand Development • Advertising • Marketing Strategy • Information Architecture • Website Design + Architecture • Infographics • Identity Design • Copywriting • Event Marketing • New Business Development • Trend Forecasting • Package Design • Digital and Print Campaigns • Illustration • Photography • Social Asset Creation • Email Marketing • Corporate Presentations • Global and National Brand Expertise • Storyboards • Typography • Workflow Management • Cultural Trend Analysis • Target Market Research • Project Management • Cross-Channel Visual Communication Strategies • Creating Buy-In • Strong Client Relationships Skills

CAREER HIGHLIGHTS

- Conceptualized and developed Discovery's Shark Week 2013 theme, "It's a Bad Week to Be a Seal" campaign that involved television commercial concepts and storyboarding, skinning a Southwest Airlines airplane interior and exterior while also partnering with Ben and Jerry's Ice Cream and Fosters Beer to create Shark Week branded products for their stores and distribution.
- Branded the Ritz Carlton in Ft Lauderdale Florida, "Burlock Coast", while simultaneously rebranding the winning model for the W Hotel DC restaurant project, "Cherry" steakhouse. Brand Development, packaging and product design dramatically increased traffic and revenue.
- Partnered with Kobe Bryant alongside his personal team to develop his Nike shoe line concept. Developed key campaign art, billboards, and digital advertisements.
- Worked directly with Google Politics out of the DC Google headquarters to monitor the ongoing elections charting progress through real-time infographics.

BRAND LIBRARY

NIKE iD, Google Politics, Discovery Communications, Forbes, NASA, ESPN, Coca Cola Companies, FEMA, Samsung, JBG, American Express, Levitate Media, Four Seasons Hotels, W Hotels, Loews Hotels, Marriott International, The Ritz-Carlton Hotel Company, Melia Hotels, DC National Tours, US Department of Health and Human Services (HHS), Discovery Channel: Shark Week, Moonshiners, Gold Rush, Myth Busters, Amish Mafia, American Chopper, Alaska TV | Warehouse Productions, Southwest Airlines, Ben and Jerrys, Chevy Chase Land Company, Restaurant Casolare, Walter Reed, New City Brewery, Monday Properties, University of Virginia Research Park, | Elefund Elephant Trust | Boys and Girls Club of Washington DC, The Elements DC, DJ Evotechni, DC Web Women, WH Construction, Council of Korean American Leaders, Children's National Safe Haven Alliance, Bubaloo Baby, Beefy Boy, Emergent, Sunwest Trust, ZenParking, LUTHERR, iBootcamp, 3Designs Interiors, PunchRock Social Entrepreneurs

PROFESSIONAL EXPERIENCE

Private Design Contracting Creative Lead

February 2021-Present

- Develop a wide range of creative concepts and compelling content and creative strategies to help brands hit their goals of customer engagement, sales, and profitability.
- Collaborate with companies' account managers, production, and design teams to define and create integrated communication campaigns for brands that have increased brand awareness and customer engagement by over 30%.
- Partnership with Levitate Media: Creative direction on video production sets, website development, case study design and full rebrand. Current lead of company rebrand and full website refresh build-out.
- Partner with Levitate Media's CEO in conjunction with the product and marketing teams to build Levitate's family of brands to include logo designs, websites, and brand personalities that have resulted in increased web traffic and revenue.

CBRE Creative Director // Client Services Team Lead

February 2020-February 2021

- Lead the creative team alongside a team of 4 brokers to develop brands that enticed others to rent high-end DC office spaces through compelling designs – increasing office rentals and sales.
- Developed brand personalities for new and upcoming commercial spaces
- On-location professional photography and creative direction on photo shoots

Streetsense Art Director

November 2014-May 2019

- Branding and marketing for hotels, restaurants, and mixed use spaces. Leader on a team of 8 designers. Branded the new W Hotel restaurant "Cherry" Steakhouse in downtown Washington DC, working directly with architects, interior designers, and owners to build the brand identity, menus and collateral for the restaurant. Rebranded and refreshed over 200+ institutions over the course of 5 years.

Discovery Communications Senior Designer

November 2013-November 2014

- Developed the campaign concept for Shark Week 2013, from concept to physical deliverables + partnerships
- Designed the key art and campaign for "Moonshiners."
- Developed LEGO walls within the company headquarters to encourage social engagement

Ogilvy Public Relations

Senior Designer

June 2011-November 2013

- Worked with FEMA on multiple occasions to develop informational design exploring the effects of natural disasters.
- Curated and developed the collateral for a large gala hosted by Warehouse productions 2012 from t-shirts to posters, permits, and credentials.

JESS3

Senior Designer for Nike iD

November 2009-June 2011

- Created Kobe Bryant's Mamba shoe line key art, advertising, and billboards
- Developed Nike's internal brand playbook, a full magazine that explores and tracks revenue and success rates for the year.
- Creative Lead of Nike iD creative and social deliverables
- Google Politics infographic developer for 2010 elections, working on-site at the Google headquarters

TECHNICAL ACUMEN

- Fully fluent with Adobe Suite 2021: *Specializing* in Illustrator, InDesign, Photoshop, and Dreamweaver
- WebFlow Interface Design + Web Architecture
- Skilled photographer with manual and digital cameras • Quark Xpress7 • Mac PC Platforms • Microsoft Office Suite
- Fluent with all Social Media Platforms

EDUCATION

The Art Institute Of Washington, Arlington, VA, *Bachelor of Fine Arts in Graphic Design*

- *Academic Excellence* In Graphic Design
- Presidents Award for Academic Achievement
- AIW Honors
- Graduated top of class

The University of New Orleans, New Orleans, LA, *Business Administration*

AWARDS

Best of Brand Design // Print Magazine 2019

Best of Brand Design // Print Magazine 2017

Best of Brand Identity // AIGA 2016

Vanity Fair, 2-page spread // The Watergate Revisited Event

Published in Communication Arts // Brand Design

AIGA Washington DC Chapter Senior Member

* **References available upon request**

* **Additional samples available upon request**