

SIMPLY_B

BECKY CLARK

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SKILLS

Specialties

Interactive Design Branding
Marketing Design Mobile/Web
UI/UX Design

Applications

Adobe Creative Suite
Photoshop Illustrator
InDesign After Effects
Figma Sketch

EDUCATION

Bachelor of Fine Arts in New Media, 2004
Academy of Art University, San Francisco, CA

PROFESSIONAL EXPERIENCE

DESIGN CONSULTANT SIMPLY B DESIGN

Aug 2009 - Present

- Specialize in branding, user interface design, interaction design, visual design, digital personalization marketing, mobile UI and prototyping.
- Work on a variety of different projects and have expanded my knowledge and expertise in both web and mobile technologies to enrich the quality of my work.
- Mobile UI/UX strategic thinking to ensure that simple and intuitive user experiences are designed and adhered to and empowering excellent, high-quality visual designs.
- Develop interactive and website design, marketing communications, content development and creative execution ensuring the core marketing strategies manifest into outstanding creative work recognized by my peers.
- Work with small businesses to create brand awareness and drive web traffic through Facebook ads

ART DIRECTOR MAGNIT @ FACEBOOK

May 2021 - December 2022

- Providing design solutions and guides for Facebook Business Partners
- Working with cross-functional global team to develop marketing campaigns targeting B2B/B2C audiences across multiple platforms from initial concept design to delivery.
- Working with developers on improving the user experience for webpages and email engagement on a daily basis.

GLOBAL MARKETING DESIGNER PROUNLIMITED @ FACEBOOK

August 2017 - June 2019

- Working with cross-functional global team to develop marketing campaigns targeting B2B/B2C audiences across multiple platforms from initial concept design to delivery.
- Working with developers on improving the user experience for webpages and email engagement on a daily basis.
- Maintain consistent brand communication throughout the Facebook print and online marketing product families.
- Mentor junior designers to ensure delivery of high quality work.

**GLOBAL MARKETING DESIGNER
MILESTONE TECHNOLOGY @ FACEBOOK**

May 2016 - Dec 2016

- Created marketing campaigns weekly targeting small business owners and nurtured them on how to best leverage the Facebook advertising platform. Campaigns included landing page, email, icon, and ads. Improved their personalization marketing at scale to grow their businesses and drove in a huge increase in revenue for Facebook.
- Improved user experience and visuals on internal marketing site and B2B presentation decks.

**SENIOR DESIGNER
DISNEY INTERACTIVE / TAPULOUS**

Aug 2010 - May 2014

- Focused on mobile gaming for conceptualization and innovative and engaging concepts to design and user experiences.
- Worked on design challenges including UI, graphic motion design, prototyping, prototype mockup, character design and animation.
- Adopted new technologies quickly within the dynamic mobile gaming environment.
- Featured games designed at Disney Interactive / Tapulous:
 - **Tiny Death Star** - Lead artist responsible for bringing life to characters and creating dynamic background animations in a Star Wars themed 2D pixelart world, game was an instant hit across multiple platforms.
 - **Cars 2 and Zoo Rescue** - Lead Designer for two major Physics-based games. I oversaw the gameplay and art direction on overall look and feel, including character design, background environment, animation and lead UI design. Cars 2 was the first Disney-branded iOS game to hit #1 on the Paid charts and #1 Grossing. Cars 2 have sold more than 400,000 paid copies and seen over 3 million downloads.
 - **Tap Tap Revenge Franchise** - Designed various artist theme motion visuals based on music video / album cover art style and also created promotional campaigns and marketing materials.

**DESIGNER
EURO RSCG, SAN FRANCISCO**

Mar 2008 - July 2009

- Euro RSCG acquired Kadium and became a full-service integrated advertising agency. I then took on more responsibilities which included working on creating new concepts, designs and implementations.
- Managed oversight of all aspects of client websites including site design and continued maintenance
- Worked closely with UI/Interaction designers to design interactive flow and better usability of each website
- Gained extensive knowledge of social media and cross-platform interactive initiatives as part of working for a full-service agency

**DESIGNER / PRODUCTION ARTIST
KADIUM, SAN FRANCISCO**

Oct 2004 - Mar 2008

- Combined critical thinking and creativity to execution of creative procedures with design and marketing team that included brainstorming, branding, created advanced concepts and transformed to storyboards and functional prototypes
- Provided design direction for all aspects of client's websites including site design, maintenance and promotional material
- Worked closely with senior designers and art directors on various clients for graphics optimization and design promotional material such as Flash ad banners and emails
- Helped design PlayStation game sites, such as E3, Jak X, Shadow of Colossus and also chosen to be the Lead Designer for Dexter official game site for my attention to detail and work ethic

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