

Becca
Leeseberg



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rheaportfolio.com

Professional Summary

Graphic Designer with experience in leadership. Organized and skilled in working in an efficient and strategic manner. Adaptable and great with deadlines.

Academic Profile

GRAPHIC DESIGN

Southern Nazarene University | Aug '14 - May '18

Bachelor of Fine Arts - Graphic Design
Summa Cum Laude - GPA 3.96

Employment History

ART DIRECTOR & GRAPHIC DESIGNER

Freestyle Creative | October '22 - Present

Proficient Art Director and Designer with a versatile background in digital and print design, social media strategy, and campaign development. I collaborate closely with cross-functional teams to bring brands to life, from early creative concepts to final execution. Experienced in leading art direction across channels, guiding clients toward successful, cohesive brand identities and campaigns, and contributing to new business proposals and pitches that win work.

BRAND DEVELOPER

Tinsley Creative | April '22 - October '22

Graphic Designer responsible for crafting impactful branding, compelling social media content and other graphic design projects. Acknowledged for meeting quick deadlines, skillfully handling concurrent projects and consistently producing high-quality compositions.

COMMUNICATIONS & FIRST IMPRESSIONS DIRECTOR

Highland Park Church | Feb '20 - Oct '20

Director tasked with the comprehensive oversight of both external and internal church communication, campus events and beyond. Spearheaded the communications team in vision casting, brainstorming, and the seamless execution of creative projects. Held responsibility for organizing and facilitating communication with volunteer teams for Sunday morning activities. Additionally, took charge of planning and executing on-campus events, conferences and various other initiatives.

GRAPHIC DESIGNER

Highland Park Church | Sept '18 - Feb '20

Graphic Designer responsible for visual collateral across the entire church campus, including print design, social media and website management, lobby design and other visual collateral. Experience with meeting quick deadlines, working with staff members, managing volunteers and creating a positive environment.

Skills & Abilities

DEPENDABILITY

ORGANIZATION (My creative brain has a strong "Type A" side.)

BRINGING POSITIVITY (but still being realistic)

NOT TAKING MYSELF TOO SERIOUSLY

QUOTING MOVIES