REECE BEAUCHAMP
GRAPHIC DESIGNER

Profile Summary

Innovative Graphic Designer with experience in motion graphics, print design, web design, and visual identity creation. Skilled in typography and UX/UI design. I'm ready to bring your vision to life!

Edmonton, Alberta	780.218.7587	reece@aliendesign.ca	reecebeauchamp.com
Location	Cell Phone	Email Address	My Online Portfolio

WORK EXPERIENCE

Aliendesign.ca | April 2021 - Present
Freelance Graphic & Web Designer

- Founder and freelance web designer for Alien Design
- Work with clients developing and improving visual identity
- Offer branding, print campaigns, graphics, web design and development
- Design and develop prototypes for UX/IX designs for a variety of mobile responsive interfaces
- Create digital marketing campaigns to increase SEO and extend the Marketing visibility of a variety of companies

AirTek.ai | December 2021 - Present
Web Designer & Video Editor

- Research and brand development with a focus to appeal to Airtek's target customer
- Manage Airtek's social media marketing and advertising campaigns to increase social engagement
- Designed several video advertisements to display for Airtek's website and for use in marketing campaigns

Primal Tribe | March 2015 - 2016
Account Manager

- Managed the acquistion process for all new customers while increasing customer retention by over 15%
- Responsible for strategic planning to enhance lead generation, product and service marketing, with a focus on improving overall user experience

CERTIFICATIONS

- Google AdWords Certification
- Google Analytics Certification
- Facebook Ad Certification
- YouTube Certification
- Marketing Research and Data Analytics Expert
- Product and Service Positioning
- Pricing Strategy
- Customer Behavior and Segmentation
- Product and Services Positioning

EDUCATION / CERTIFICATION

Digital Media & IT Certificate
Northern Alberta Institute of Technology | 2010
Organizational Behavior | 2010 - 2011

Associate Degree of Arts in Economics
Camosun College | 2002-2004
B.A.S.I.S (Business Administration Studies - Integrated Stream)
Certificate: Leadership Training for Managers
St. John's Ambulance First Aid with Level A CPR +AED Certificate

TOOLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Figma
- Premier Pro
- Microsoft Office
- HTML, CSS
- Ecommerce
- WordPress
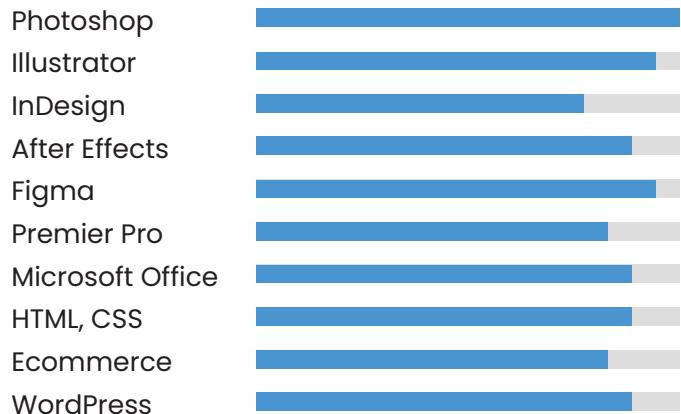
DESIGN SKILLS

Branding & Identity
Logo Design, Brand Identity, Business Cards, Letterheads, Envelopes, Corporate Folders, Company Profiles

Print Graphic / Promotional Material
Posters, Flyers, Pamphlets, Postcard, Brochures, Pop-up Banners, Billboards, Tshirts, Booklets, Product Catalogs, Annual Reports, Newsletters, Magazine Layouts and much more.

Website Design & User Interface
Mobile Reponsive Layouts & Design, UI for Mobile Apps, User Interface Prototyping, User Experience Design Methodology.