



# BECKY SEHENUK WAITE

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## × EDUCATION

### **MFA Graphic Design**

Academy of Art University, 2015

### **BA Sociology & Art**

California Lutheran University, 2003  
Honor Student Athlete (1999-2003)

## × SKILLS

InDesign, Photoshop, Illustrator, Sketch,  
Figma, After Effects, Web Design,  
Photography, Illustration, Typography, Print  
Design, Art Direction, Brand Development

## × ACHIEVEMENTS

UCDA Award: Excellence for  
Editorial Spread, 2023  
UCDA Design Award, 2019  
CASE Circle of Excellence Award, 2017  
UCDA In-House Team Design Excellence  
Award, 2017  
Award of Design Excellence,  
Academy of Art University, 2015  
Angel Award for website redesign, TTSGI, 2012  
American In-House Design Award,  
Graphic Design USA, 2009

## × EXPERIENCE

### **Associate Creative Director**

*University of Michigan, College of Literature, Science,  
and the Arts | 2022 – present*

Lead the creative process, assign work, monitor progress, and provide art direction and training to work teams composed of designers, videographers, project managers, writers, and strategic partners/clients. Art direct visually compelling marketing communications maintaining high strategic value, quality, brand integrity, and consistent design and messaging across all projects. Oversee numerous high profile projects simultaneously. Assess and determine the needs of clients, understand project requirements, and recommend strategic solutions. Create and present original concepts and designs for a wide range of print and digital projects.

### **Multimedia Designer**

*University of Michigan, College of Literature, Science,  
and the Arts | 2017 – 2022*

Work closely with a team of designers, social media experts, writers, and project managers to execute effective and compelling communication deliverables to further the mission of the College. I work with various diverse units across the College, developing creative briefs, presenting design concepts, and executing designs both digitally and in print.

### **Graphic Designer**

*LinkedIn | 2016 – 2017*

Provided graphic design solutions for digital content across multiple online platforms. Assisted in developing new creative initiatives for evolving LinkedIn products. Designs focused on custom illustrations, iconography, and brand systems. Regularly presented new design ideas and implementation plans among various departments. Planned and art directed photo shoots to support online learning initiatives.

### **Director of Digital Communications**

*Joni and Friends | 2009 – present*

Led a team of designers, web developers, and social media strategists to effectively implement strategic plans across all digital media platforms. Developed a strategic plan for digital communications that integrated the efforts of multiple departments and 24 field offices. Produced a vast array of graphic design solutions, working from concept to completion. Managed relationships with vendors, printers, and third party contractors in support of digital and print developments.

### **Creative Art Director**

*Cornerstone Community Church | 2004 – 2009*

Designed print materials for ongoing programs and departments. Managed multiple websites, implementing web graphics and curating content. Oversaw all visual communication and design.