



Betsy Philip

# HELLO!

## About Me

Hi, my name is Betsy Philip. I have received a BFA in Visual Communication Design from the University of Texas at Arlington. Growing up, art was the only thing that I was interested in and wanted to pursue it as a career. Graphic design is the art form I found that best suits my skills.

I take much interest in culture, specifically Asian culture, of my own and others. This is reflected in my work as I like to undertake projects with cultural meaning. My religion is also important to me, so I volunteer on the design team at my church. I like to take on work where my interests inspire me. More recently, because of my previous job, I have learned that my favorite thing to design are PDFs/booklets in InDesign. I enjoy laying out text in a visually pleasing and intentional manner.

I am very efficient in using Adobe Illustrator, Photoshop, and InDesign. I also have some experience in Premier Pro, XD, and Dimension. My favorite method of ideation is looking at inspiration. I admire the creativity of others and want to push myself to try new designs and strategies. With every work I make, I am learning new things and improving my skills.

What I value the most is using graphic design for my religion and culture.

## Contact Information

[betsyphilip7@yahoo.com](mailto:betsyphilip7@yahoo.com)

## Website

[betsyphilip.com](http://betsyphilip.com)

## EDUCATION

### University of Texas at Arlington

Bachelor of Fine Arts - Visual Communication Design  
2019 - 2022 | 3.875 GPA

### Tarrant County College

Associate of Arts  
2016 - 2018 | 3.71 GPA

## EXPERIENCE

### Christ For The Nations

Graphic Design  
February 2023 - May 2024

### MacArthur Blvd Baptist Church

Graphic Design  
2023 - present

### WWEXOL

Graphic Design  
2021 - present

### Dallas Brethren Assembly

Graphic Design  
2018 - 2022

### UT Southwestern

Monitor Technician  
August 2021 - December 2021

### Skechers

Sales Lead  
2016 - 2020

## CERTIFICATIONS

### UTA DED Graphic Design Certificate

2019

### UTA DED Web Design Certificate

2019

## SKILLS

### Adobe Programs

InDesign, Illustrator, Photoshop, Premiere Pro, Dimension, XD

### Microsoft Programs

Word, PowerPoint

### Camtasia

### Canva

## ACHIEVEMENTS

### Dean's List

2016 - 2022

### Merit's List

2016 - 2018

# RESUME

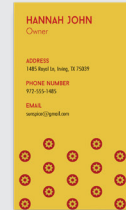
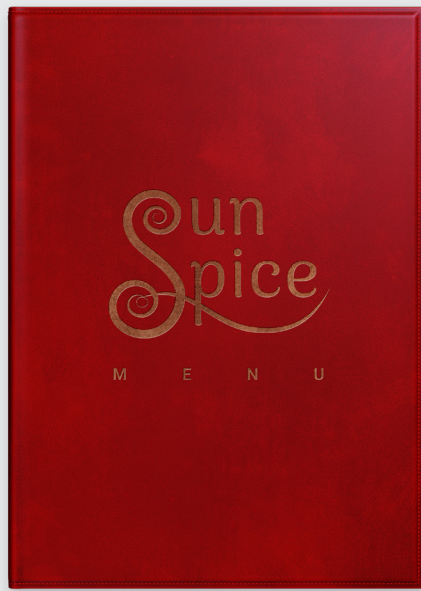
# SUN SPICE

## Branding

Sun Spice was made for a restaurant branding project. As it is an Indian restaurant, I chose colors, created logos, and patterns that emulate Indian culture. The logos and patterns were made in Illustrator and the mockups in Photoshop.







# GUCCI ANNUAL REPORT

## Booklet

For this project we chose a brand to create an annual report for. I chose to do the brand Gucci. I created all the elements except for the Gucci logo in the pattern. There is a recurring flower theme on each page to reflect the Gucci brand. This was made using Illustrator and InDesign.







# EXO

## Website Design

For this project I chose the artist EXO to create a website for. I represented their planetary concept with the planet hero image and space background image. I used EXO's official logo and a variation of their official typeface. The photographs of the galaxy, members, and album covers were found. The text and other elements were created on Illustrator and Photoshop.



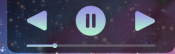


# DISCOGRAPHY

## MINI ALBUMS



Sing For You  
2015



## FULL ALBUMS



Obsession  
2019



## ALBUM SINGLES



Lightsaber  
2015



7 studio albums, 4 live albums, 7 mini albums, 28 singles.

[SEE ALL ALBUMS](#)

# CONNECT

EXO have official group social media accounts as well as personal social media accounts on different platforms. Follow them to keep up!



suho



huijin



lay



baekhyun



chen



chanyeol



d.o



kai



sehun

[CLICK ON MEMBER TO SEE SOCIALS](#)

# TOUR

# 2025

EXO members are currently finishing up their mandatory military service. 3 members have already returned from service, 3 members are currently serving, 2 members have not started their service yet. By 2025, all the members will be together and have their world tour.

**3**

YEARS

**4**

MONTHS

**12**

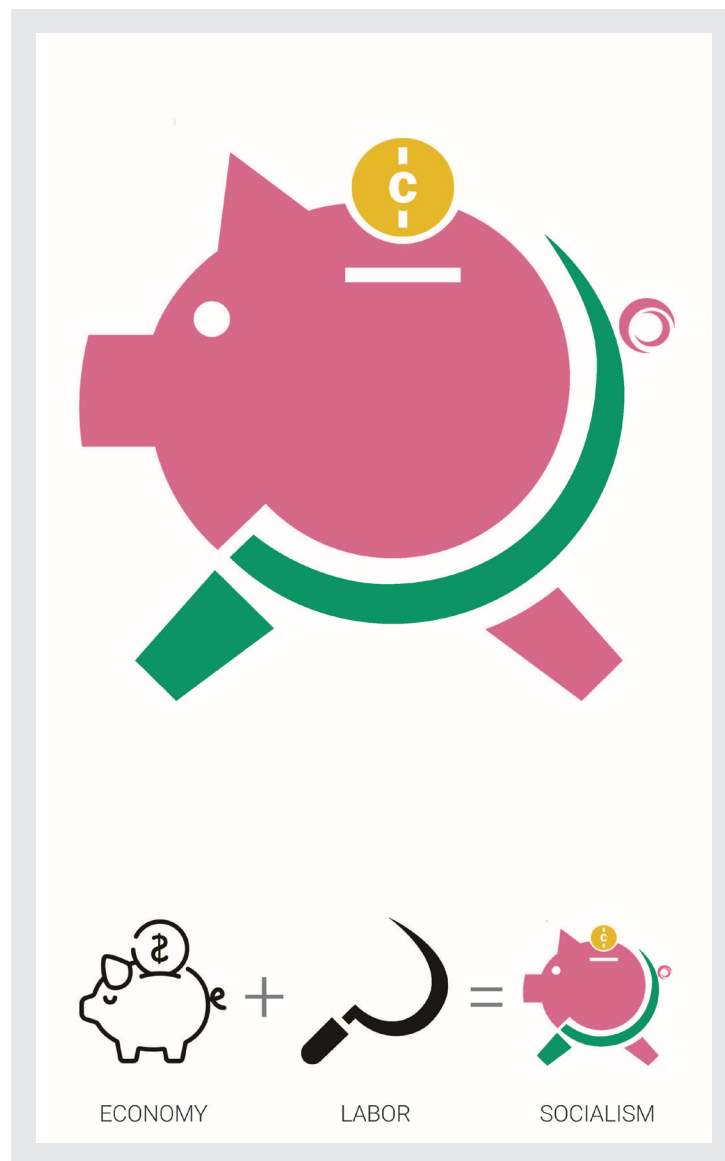
DAYS

[SET REMINDER](#)

# SEMIOTIC FORMULA

## Symbols

The point of this project was to create a symbol combining ideas to represent a word. The words I created symbols for are socialism, icons, and atoms. This was made using Illustrator.





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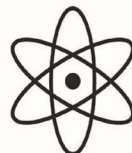
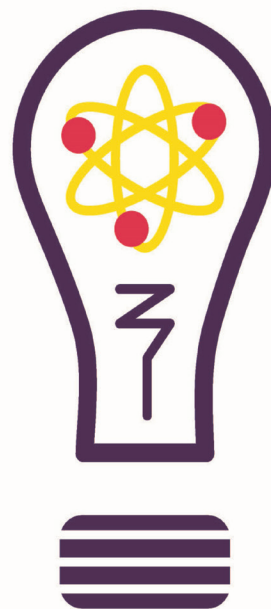
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ART

WORSHIP

ICONS



+



=



PARTICLES

KNOWLEDGE

ATOMS

# TRUNITY

## Branding

This branding was created for a non-profit organization that provides food to those who struggle finding meals by taking food trucks to neighborhoods that need it. The name Trunity is a combination of the word “truck” and “community”. The logo represents a vehicle steering wheel. This was created in Illustrator.



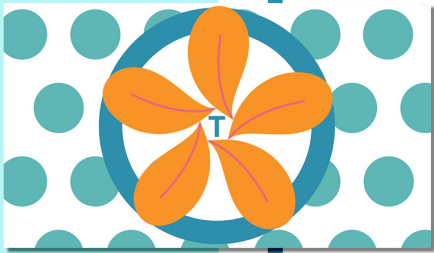




**Trunity**

**Cecelia Kim**

- [www.TrunityTruck.org](http://www.TrunityTruck.org)
- [contact@TrunityTruck.org](mailto:contact@TrunityTruck.org)
- 214 - TRUNITY (878 - 6489)
- 3017 Sylvan Ave, Dallas, TX 75212



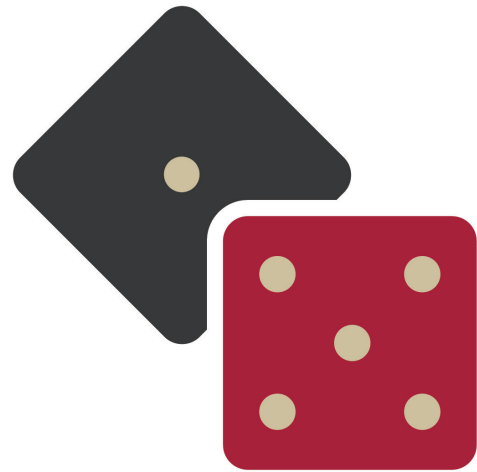
Cecelia Kim | 3017 Sylvan Ave, Dallas, TX 75212 | 214 - TRUNITY | [www.TrunityTruck.org](http://www.TrunityTruck.org)

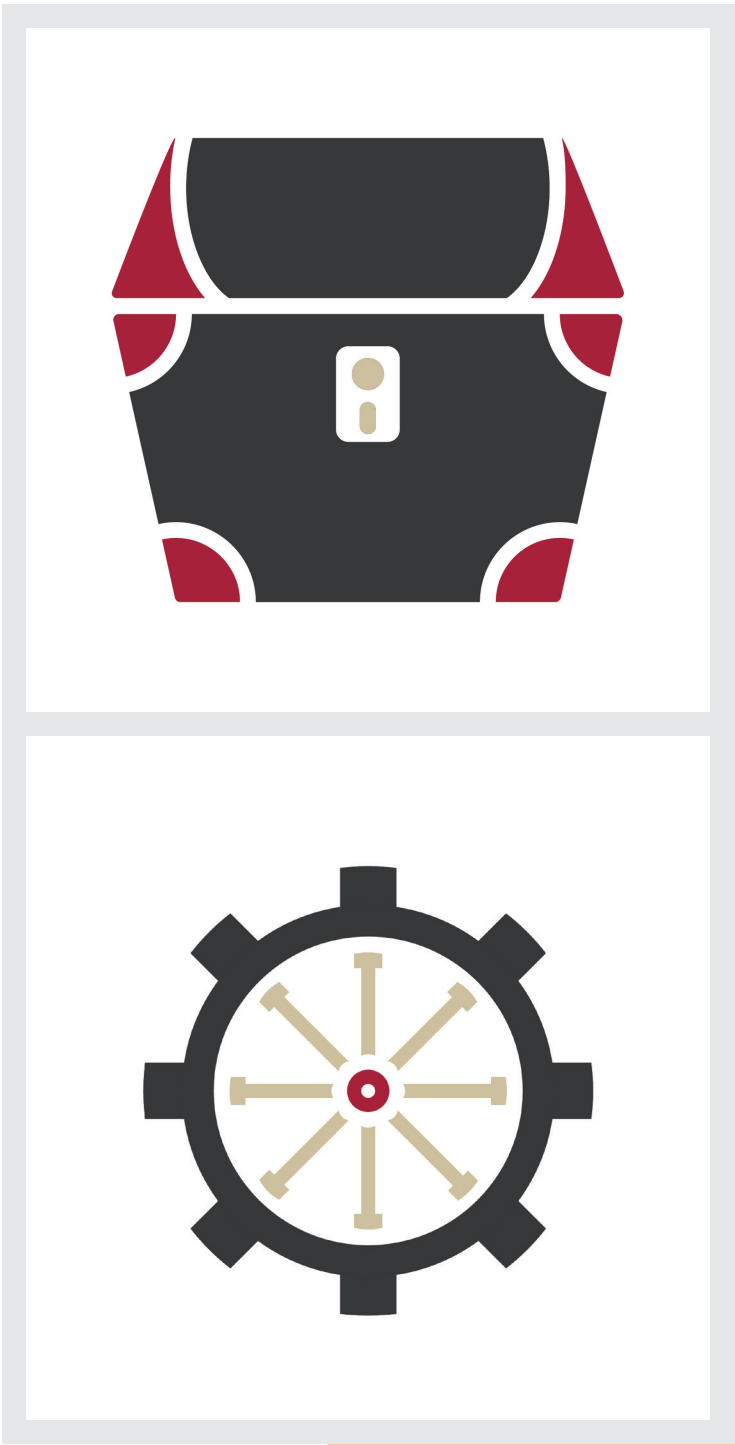


# MOVIE ICONS

## Symbols

For this project I created four symbols to show the main events in the movie Pirates of the Caribbean: Dead Man's Chest. I created a compass, dice, chest, and water wheel. This was made in Illustrator.

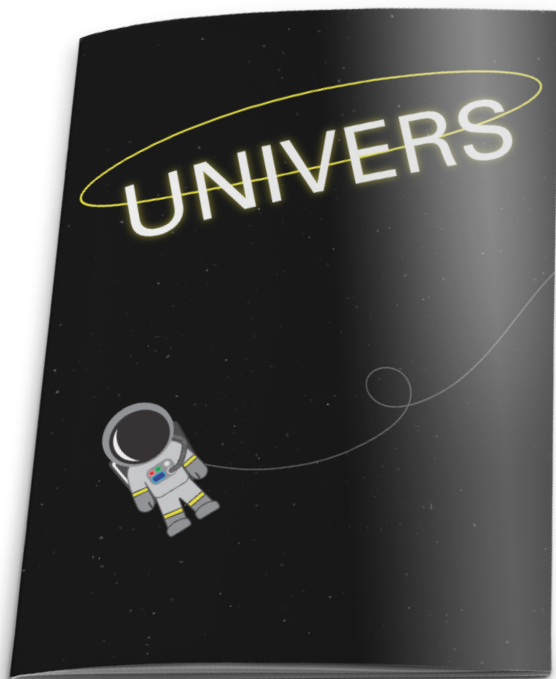




# UNIVERS

## Booklet

This booklet is about the typeface “Univers”, so I chose to do a space theme to go along with the name. There is a line that connects the astronaut on the front page, continues on all the spreads, and ends on the rocket of the last page. This was created on Illustrator.



# Adrian Frutiger

Adrian Frutiger is a renowned twentieth century Swiss graphic designer. His forte was typeface designing and he is considered responsible for the advancement of typography into digital typography. His valued contribution to typography includes the typefaces; **Univers**, Avenir, and Frutiger.

At the very young age, he began experimenting with stylized handwriting and invented scripts, defying the formal, cursive penmanship then taught at Swiss schools.

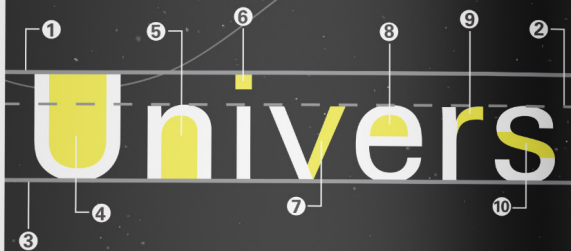
He entered the world of print yet kept his love for sculpturing alive by incorporating the sculpture designs in his typefaces. He began his apprenticeship, at the age of sixteen, as a compositor to the printer Otto Schaerffli, for four years.

He also attended school of applied arts, Kunstgewerbeschule in Zürich. Here he thrived under the supervision of art instructors like Walter Käch and Alfred Willimann.



4

## Type Anatomy



- |                |            |
|----------------|------------|
| 1 Cap Height   | 6 Tittle   |
| 2 x-Height     | 7 Arm      |
| 3 Baseline     | 8 Eye      |
| 4 Open Counter | 9 Shoulder |
| 5 Aperture     | 10 Spine   |

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

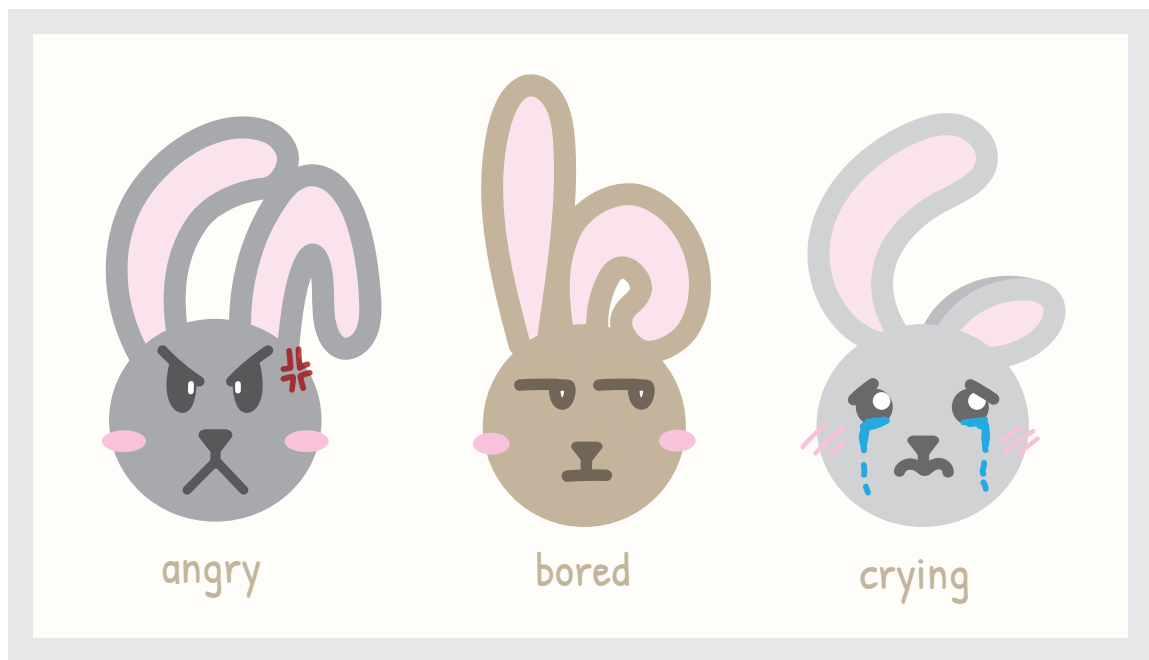
0 1 2 3 4 5 6 7 8 9

8

# BUNNY ALPHABET

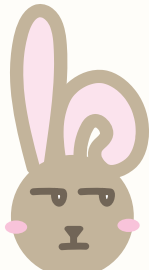
## Custom Lettering

For my custom alphabet I used bunny ears to show the letter. I gave the characters expressions with words that start with the corresponding letter. I made this to cater to children. This was created on Illustrator.





angry



bored



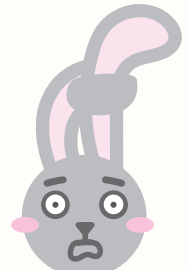
crying



disgust



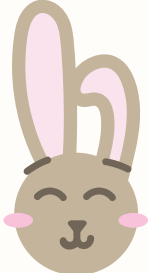
embarrassed



fear



goofy



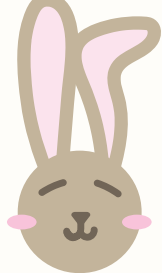
happy



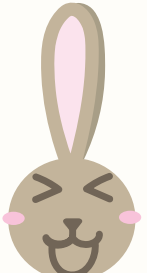
icy



joy



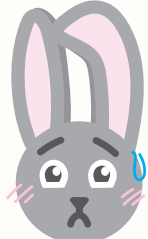
kind



laughing



mad



nervous



offended



peaceful



quiet



rage



sad



tired



uwu



vampire



wink



eXcited



yelling



zen

# KIYO

## Branding

Kiyo is a Japanese hair care brand. The symbol representing 'K' in the logo is Japanese Katakana for 'ki', and the 'Y' is a sprout. The design direction I went in was elegant, pretty, and natural. This was made on Illustrator, Photoshop, and XD.

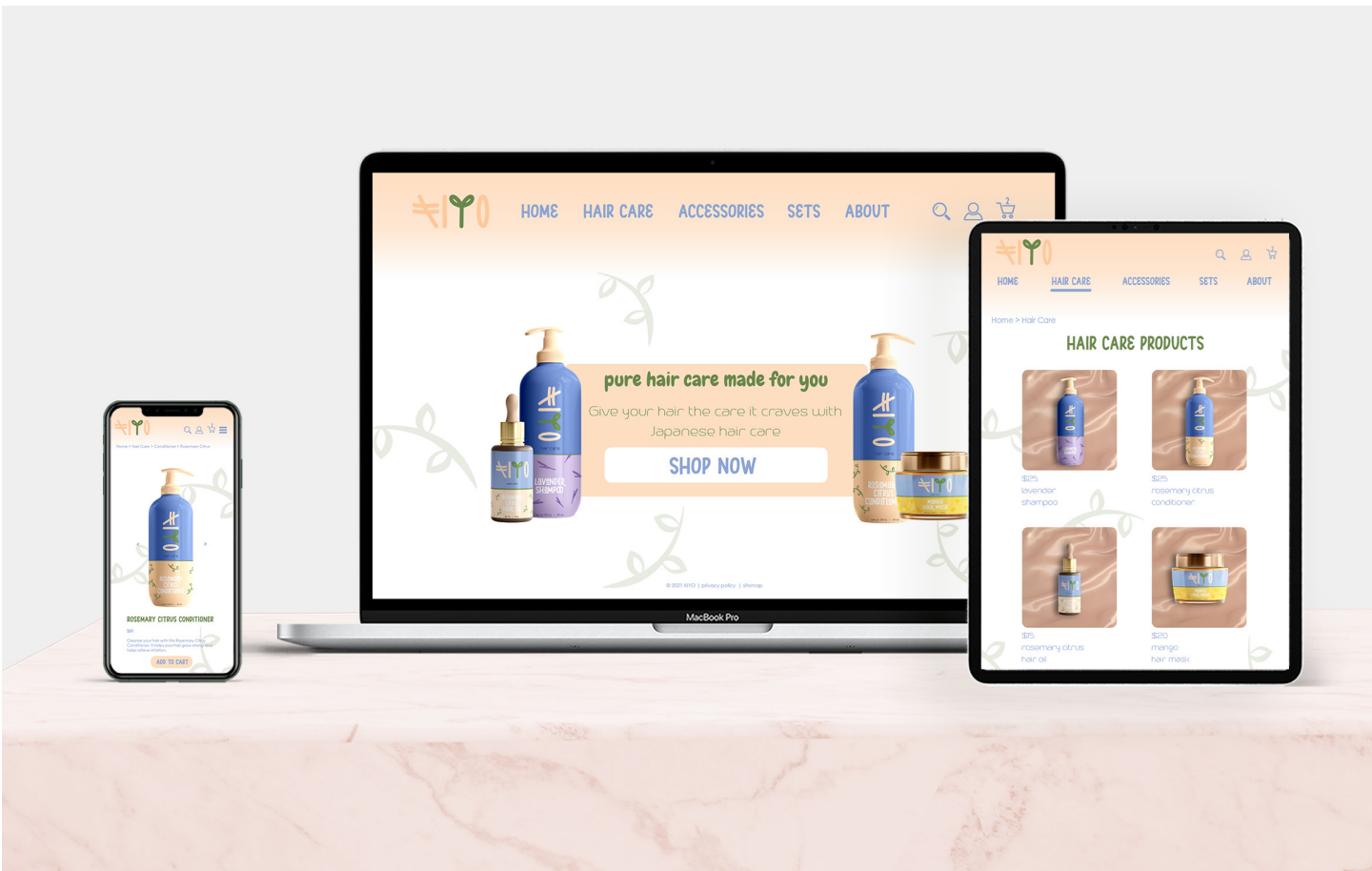


hair care



hair care





# LASERWASH

## Rebranding

I created a rebrand of the car wash company Laserwash of Euless. I wanted the logo to incorporate elements of the word laser, which is the yellow part. My deliverables have a consistent theme of big and small patterns. This was made on Illustrator and Photoshop.



