



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

Website

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 Medical Center

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, Excel

Google Workspace

Docs, Slides, Sheets, Forms, Drive

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

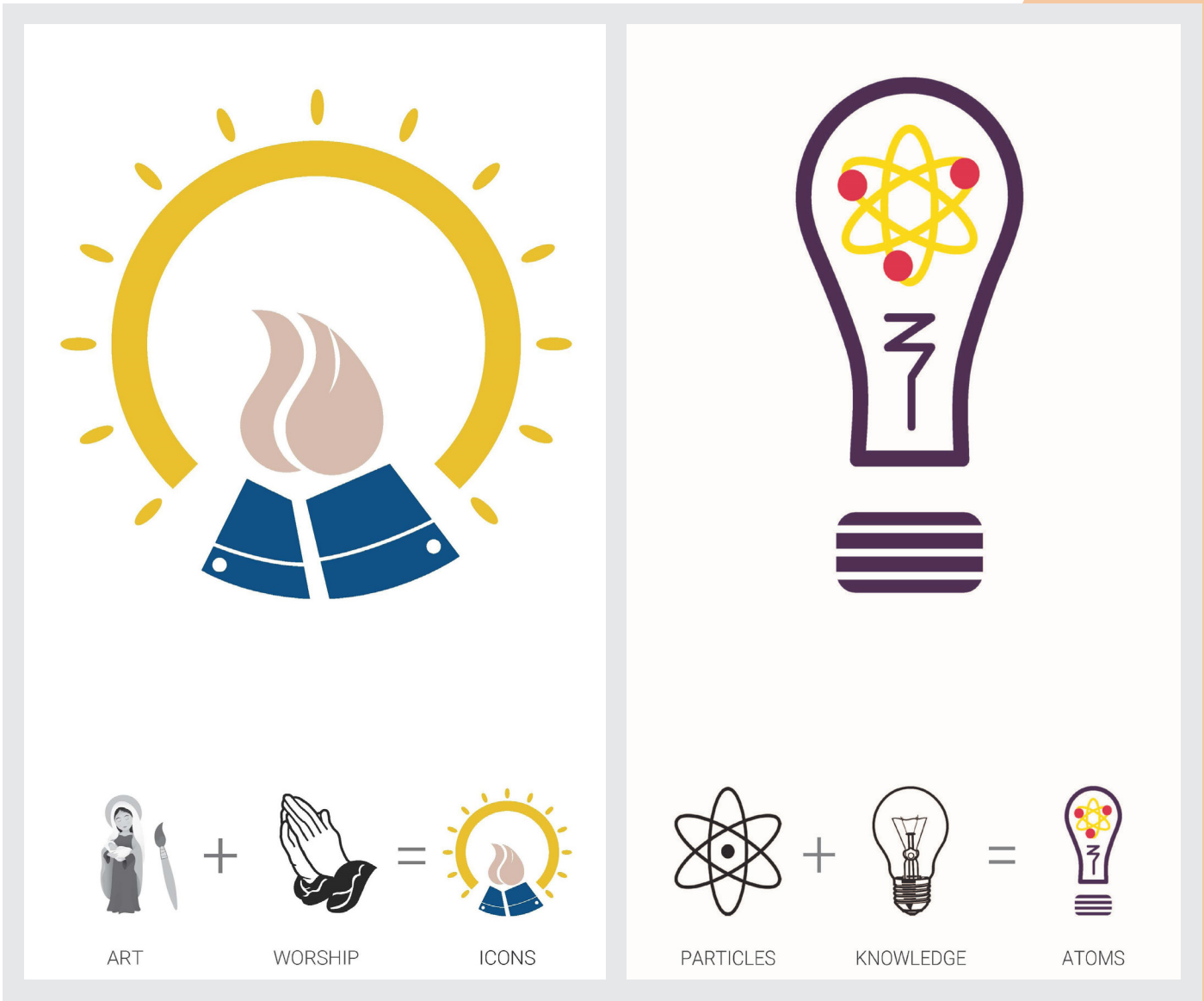
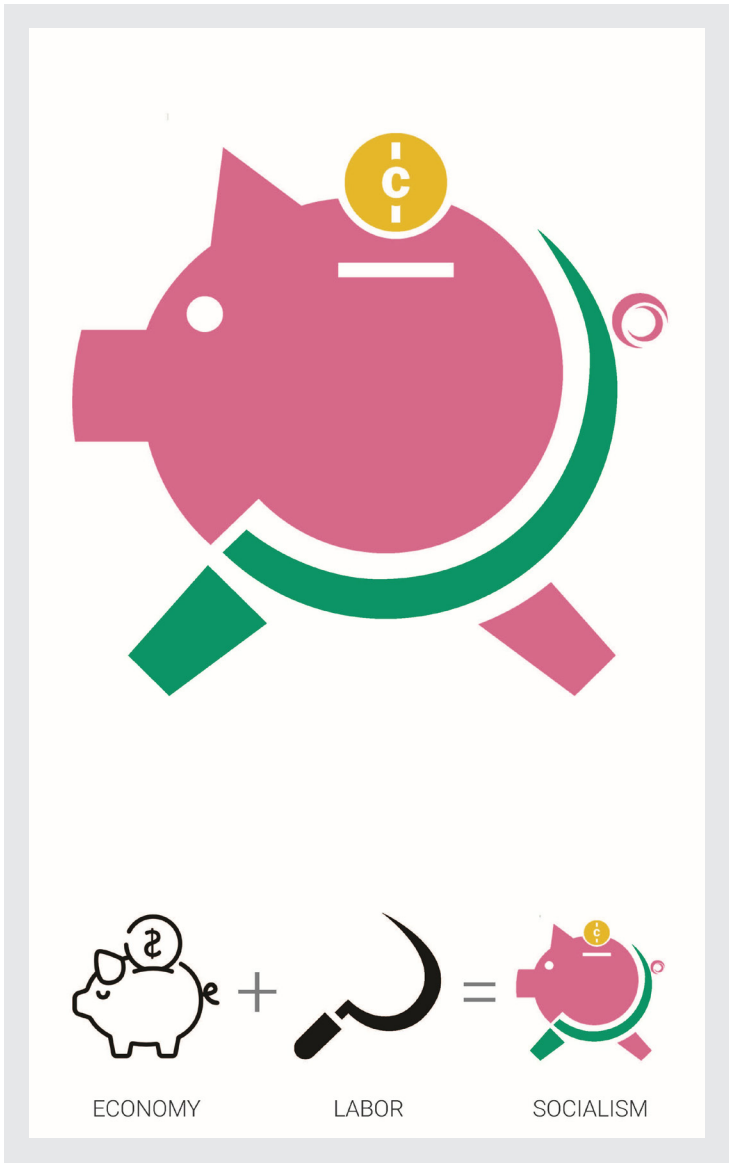
For this project I chose the artist EXO to create a website for. I represented their planetary concept with the planet hero image and space background image. I used EXO's official logo and a variation of their official typeface. The photographs of the galaxy, members, and album covers were found. The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



SEMIOTIC FORMULA

Symbols

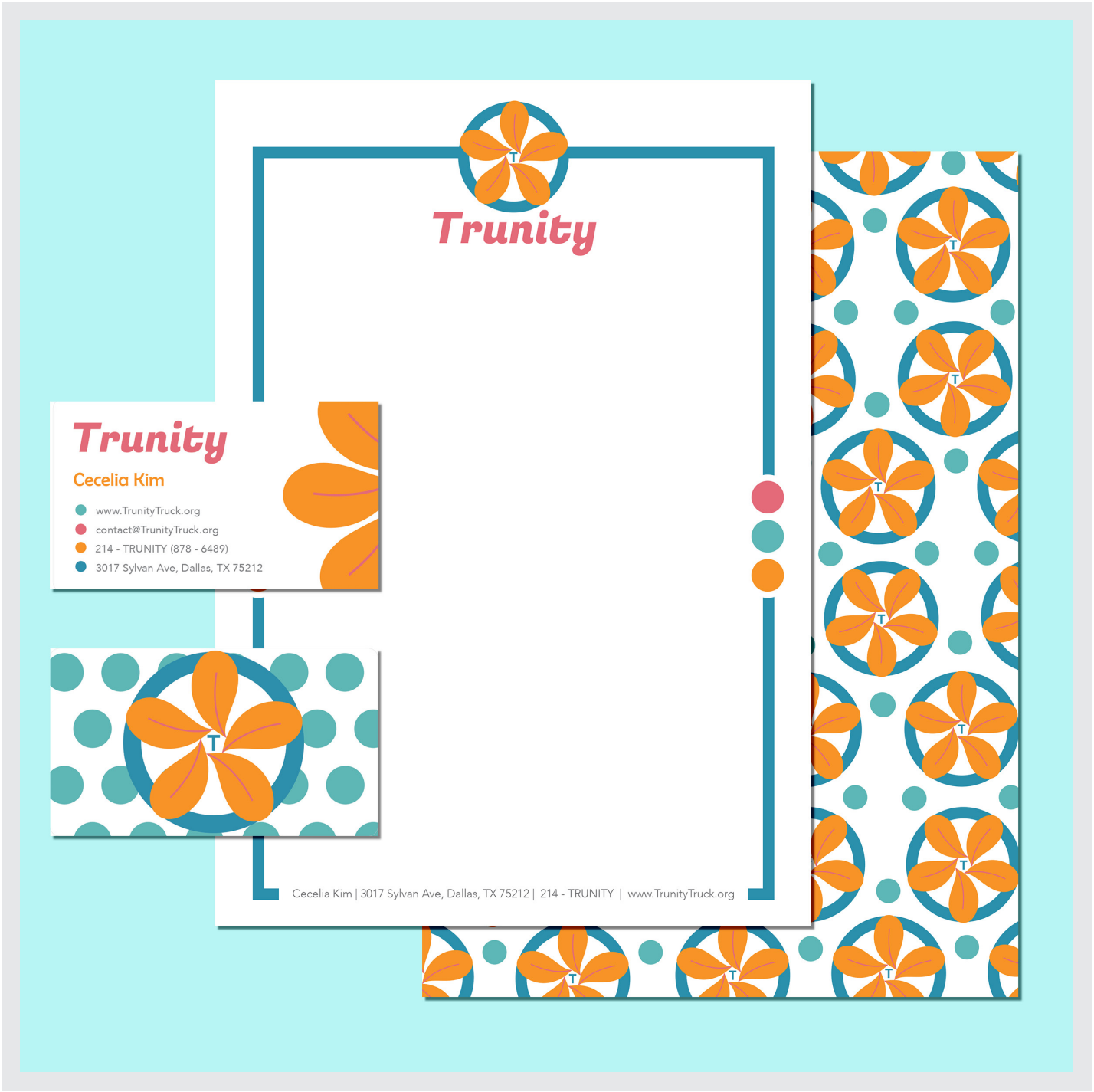
The point of this project was to create a symbol combining ideas to represent a word. The words I created symbols for are socialism, icons, and atoms. This was made using Illustrator.



TRUNITY

Branding

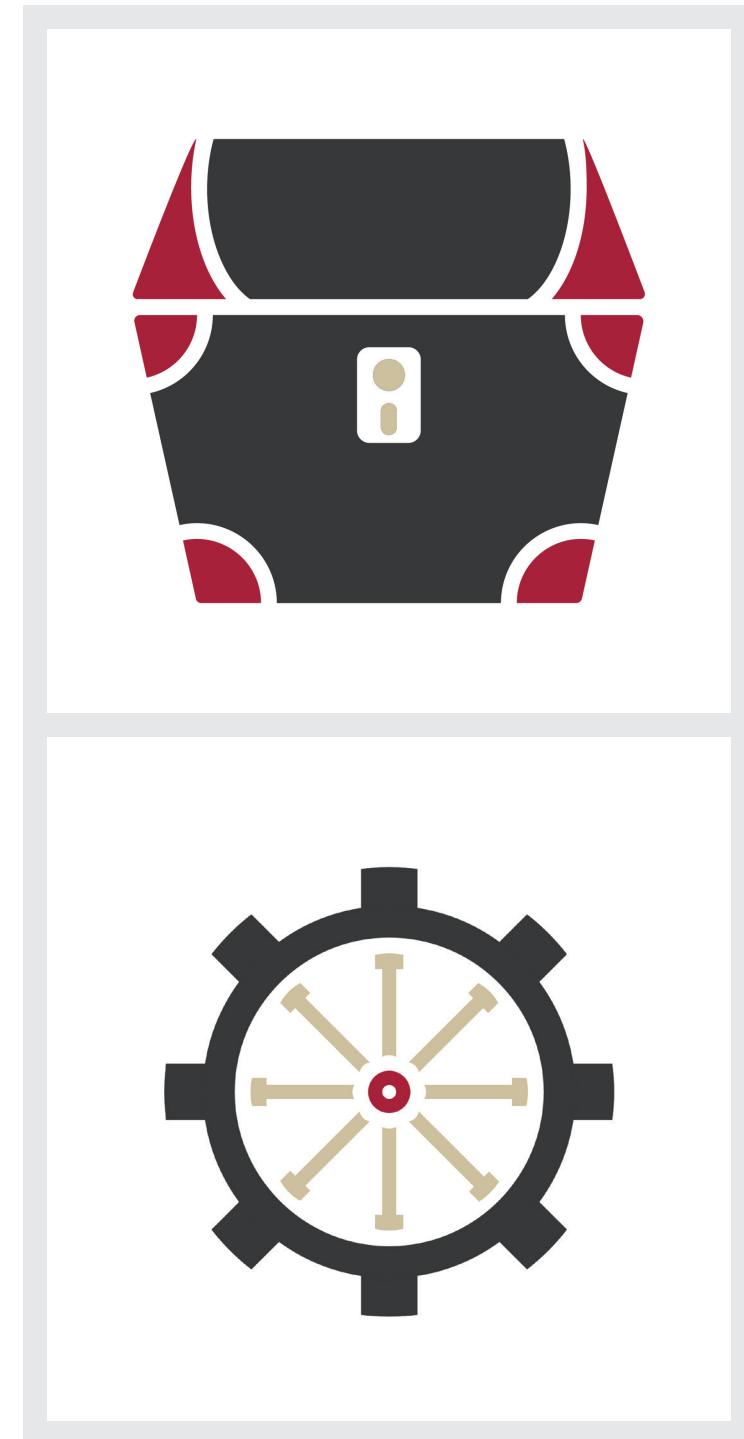
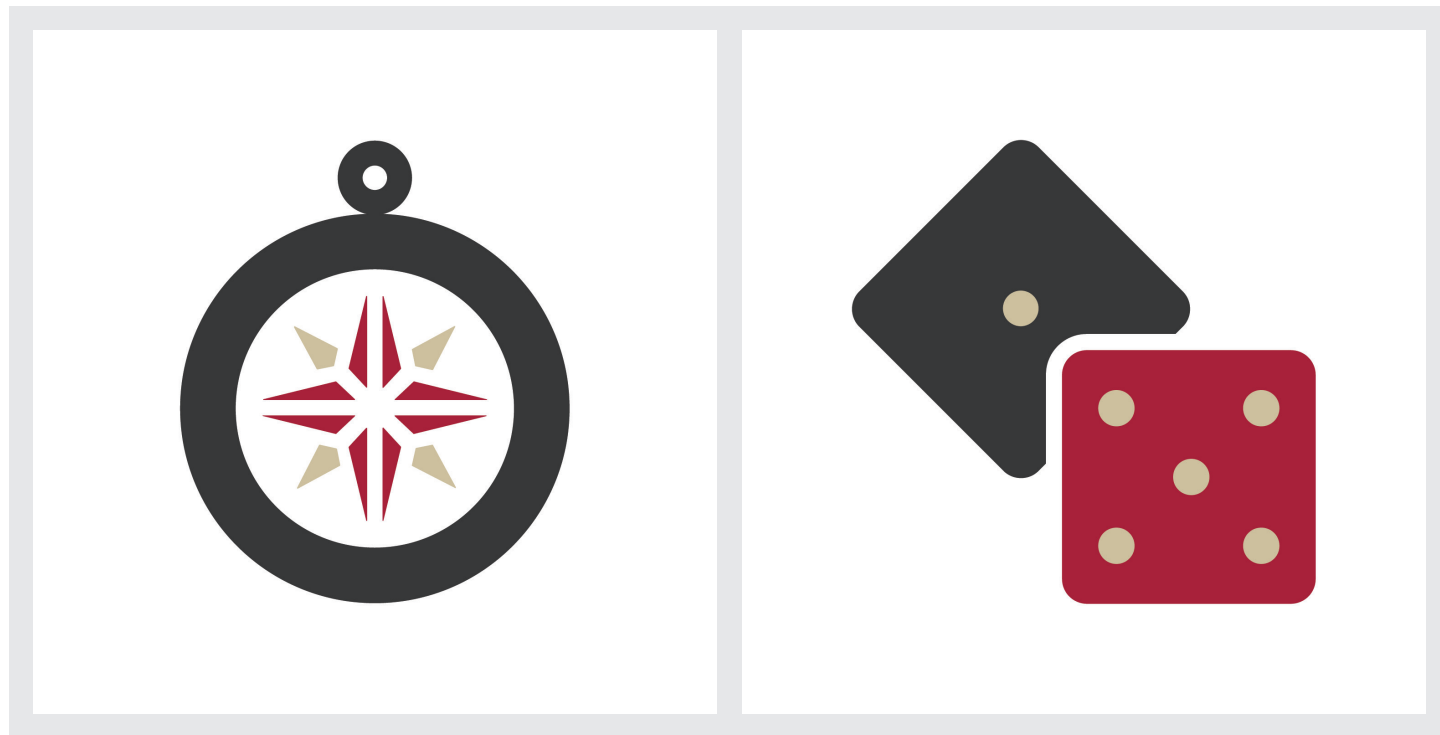
This branding was created for a non-profit organization that provides food to those who struggle finding meals by taking food trucks to neighborhoods that need it. The name Trunity is a combination of the word “truck” and “community”. The logo represents a vehicle steering wheel. This was created in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



MOVIE ICONS

Symbols

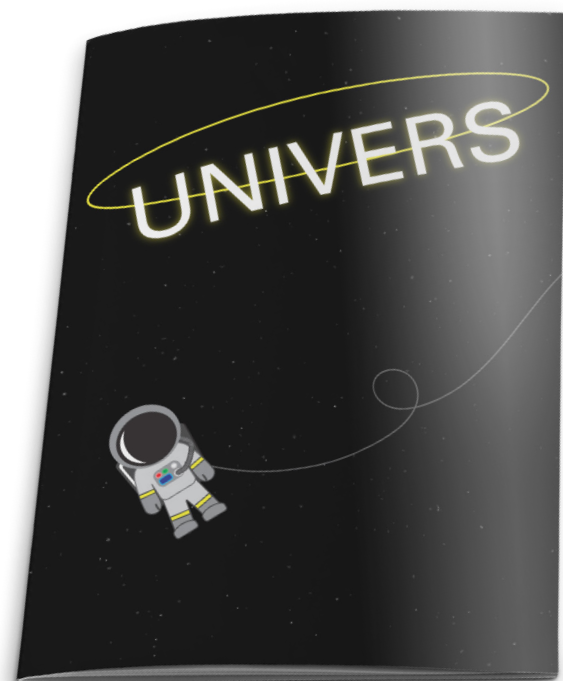
For this project I created four symbols to show the main events in the movie Pirates of the Caribbean: Dead Man's Chest. I created a compass, dice, chest, and water wheel. This was made in Illustrator.



UNIVERS

Booklet

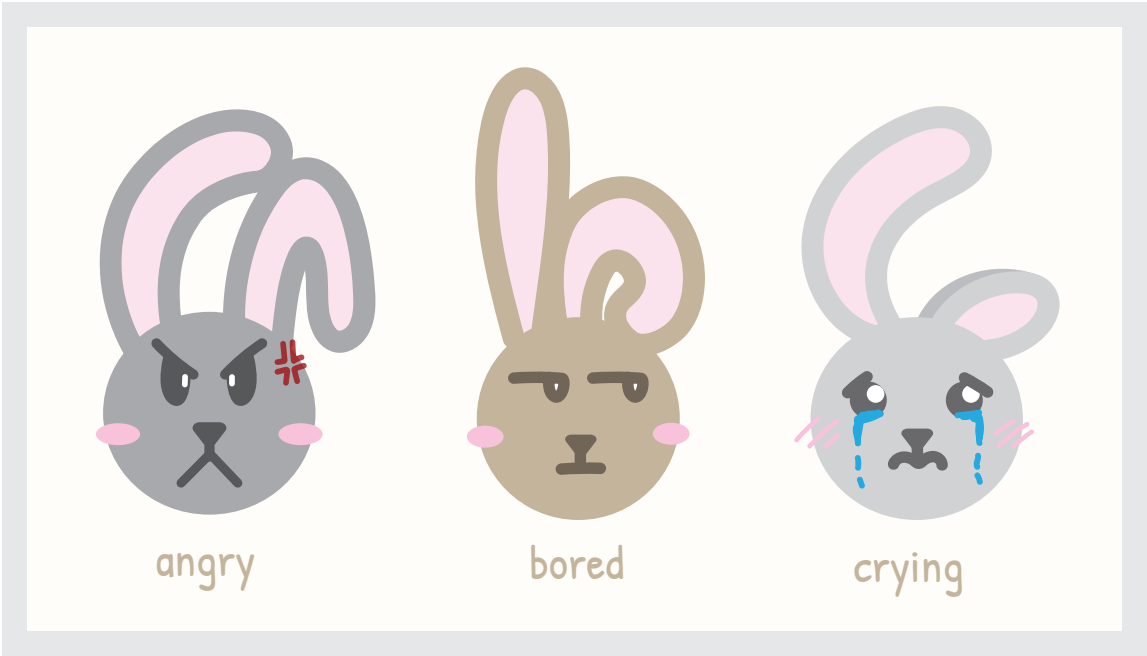
This booklet is about the typeface “Univers”, so I chose to do a space theme to go along with the name. There is a line that connects the astronaut on the front page, continues on all the spreads, and ends on the rocket of the last page. This was created on Illustrator.



BUNNY ALPHABET

Custom Lettering

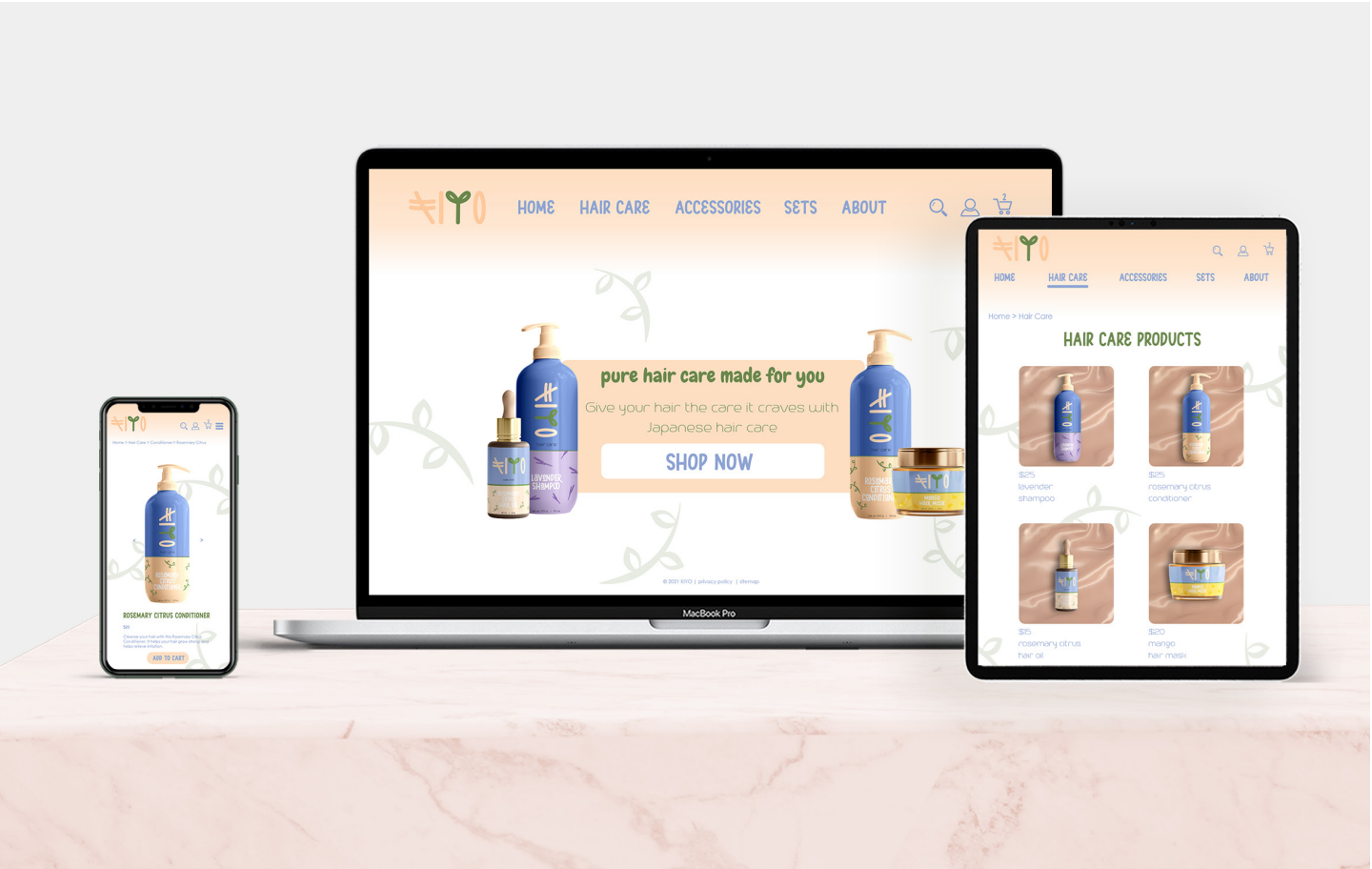
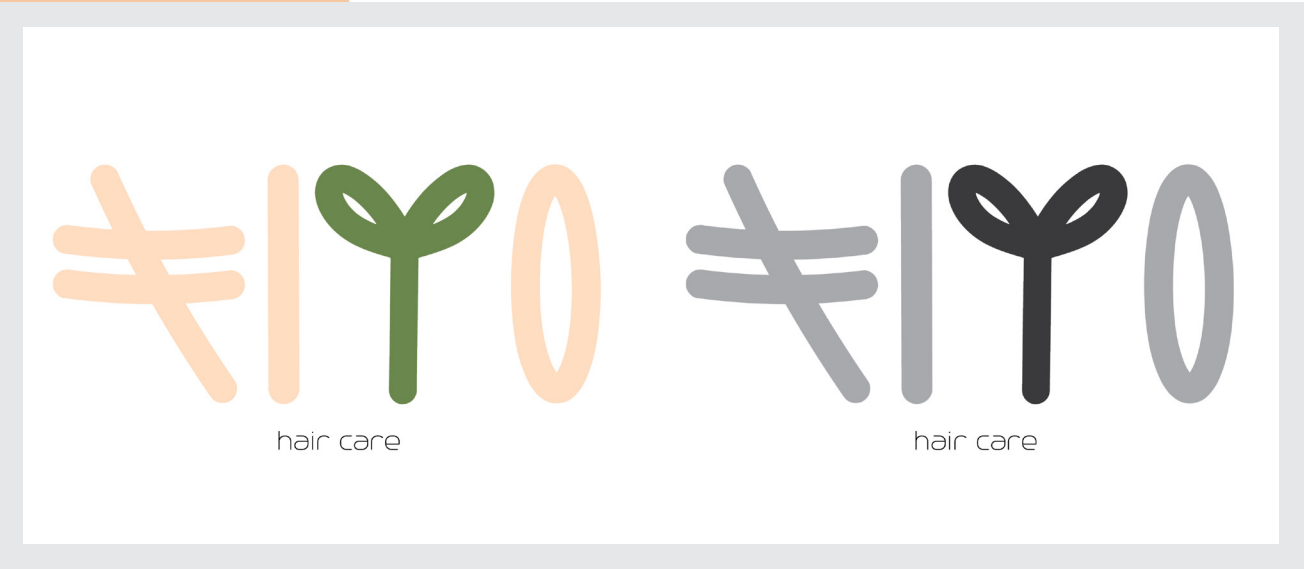
For my custom alphabet I used bunny ears to show the letter. I gave the characters expressions with words that start with the corresponding letter. I made this to cater to children. This was created on Illustrator.



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.



LASERWASH

Rebranding

I created a rebrand of the car wash company Laserwash of Euleess. 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.

