



ACACIA BETANCOURT

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“Whoever said beauty is on the inside lied to us all! Have you seen our site lately? Yea, that’s because Acacia’s the best. Despite having the mammoth project of bringing our website out of the 90s, Acacia also manages to find time to teach us all a little more about design and how to make everything we create, the best it can be.”

FORMER COLLEAGUE

“Acacia is world class. She was incredibly reliable, always followed through on her word, and was a joy to work with. Not only is she extremely skilled at her craft, but her professionalism blew me away.”

SMALL BUSINESS CLIENT

“Working with Acacia on the design of my film company’s logo was a truly wonderful experience. Her talent is immense, but what really makes Acacia stand out from other designers is her ability to create a design that reflects my company’s personality, instantly and beautifully.”

FREELANCE CLIENT

EXPERIENCE

GlobalGiving • Senior Graphic + UX Designer • Washington, DC • 2014–Present

Reinvented the global brand including the logo, website, collateral, and all visual presence. Worked with a team of developers over four years to iteratively improve the site’s interaction design and user experience. Brought the stories of the global nonprofits we serve to the surface through stunning visuals and careful image curation. Taught basic design skills to over 50 staff, giving them autonomy and helping them maintain the brand’s integrity.

10Pearls • UI/UX Designer • Herndon, VA • 2013–2014

Crafted beautiful and functional user experiences for web and mobile, as well as built designs for apps and mobile games. Worked primarily with enterprise and corporate clients.

Marstudio • Art Director • Rockville, MD • 2012–2013

Created brands, websites, printed pieces, and packaging for a wide range of clients from sole proprietors to Fortune 500 companies. Art directed photo shoots, interacted with clients, and played a key part in developing brand strategy.

bluemercury • Graphic Designer • Washington, DC • 2012

Developed the beauty company’s branding, marketing strategy, and online presence. Designed all in-store print collateral for 40 national retail stores and created weekly email newsletters which were sent to over 200,000 subscribers.

Freelance • Owner, Designer • 2009–2012

Collaborated with small business clients to craft custom brands and collateral. Nearly 100% of my diverse international client base was cultivated through referrals.

Event Network • Graphic Designer • San Diego, CA • 2008–2010

Designed brand and retail collateral for cultural attractions such as Newseum, Shedd Aquarium, the Royal Ontario Museum, the Phoenix Zoo, and Harry Potter: The Exhibition. Created everything from apparel to candy packaging, which was sold in over 60 stores across North America.

Black Sheep Filmworks • Video Producer, Editor, Designer • Tucson, AZ • 2004–2008

Shot and edited highly stylized, full-length films for weddings & events. Also made all motion title design and printed graphics for the production company.

Camp Manitou • Art Program Head • Ontario, Canada • 2006–2011

Taught a variety of art skills and dreamt up projects for over 400 kids each summer, ages 6 to 16 years old. Managed a small staff, and created custom mural-sized paintings for six years.

EDUCATION

University of Arizona • BFA Visual Communications, Graphic Design • Tucson, AZ • 2008

AWARDS

DCFemTech Award • Powerful Women Designers, GlobalGiving.org • 2016

“Committed to Wow” Award • GlobalGiving.org, peer nominated • 2015

AVA Award • Gold Award, Marstudio, Inc. • Social media content and design • 2013

Restaurant Design Contest • Logo, Branding, Collateral, Packaging, Interior Design • 2007

SKILLS

Adobe Creative Suite, XD • Sketch • InVision • Photo Editing • Video Production + Editing

QUALITIES

Logical • Strategic • Hard-working • Organized • Reliable • Versatile • Self-motivated
Nurturing • Communicative • Transparent • Grounded • Resourceful • Thorough • Detailed