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BECCA FINN
Senior Designer & Director

About Me

I'm a seasoned designer and creative lead with over 11 years of experience. I bring a rich background in visual design and leadership capabilities and my expertise is in branding and digital (website design and product design). My diverse experience encompasses agencies mighty and nimble, across a wide range of industries from fashion to fintech.

As a design leader, I'm adept at guiding projects from early-stage discovery through to implementation. One of my favorite parts of being a leader is managing & mentoring designers and helping them grow their careers.

Education

Auburn University, BFA of Graphic Design
May 2013, Cum Laude

Skills

Figma   Adobe Creative Suite   Sketch

Keynote   Responsive Website Design

Branding: Strategy, Naming, Identity, Campaigns, etc

Product Design   Visual Design   UI / UX

Typography   Team Leadership

Presentation Skills   Concept Development

Mentoring & Managing   Art Direction

Experience

AKQA, Senior Art Director
June 2022 - Present | Atlanta, GA

Working exclusively on Delta Air Lines, I have lead and shaped the creative direction for a range of product design initiatives. With a focus on Delta.com and the Fly Delta app, I work closely with a multi-disciplinary team of visual and UX designers to ensure an innovative and user-centered experience for Delta customers. I also oversee, manage and mentor designers to help them reach their full potential and foster career growth. I consistently deliver innovative solutions to complex problems and lead the team in design thinking by distilling it into clear, concise direction.
▪ Concepts and delivers creative work that reflects a firm understanding of the project requirements and business needs, upholds strategy, considers best practices, all while staying on track with project timelines.
▪ Works closely with and provides oversight for visual and UX designers on a daily basis, cultivating a multi-disciplinary mindset.
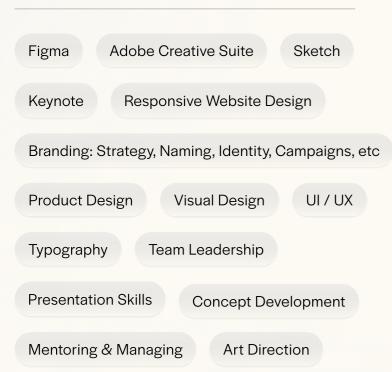▪ Owns narrative and structure of presentations, both internally and externally, to build consensus around design solutions.

Sagepath, Associate Creative Director
July 2019 - June 2022 | Atlanta, GA

Helped to lead a tight-knit, collaborative team of designers to create beautiful and intuitive experiences for across digital, social, print and video. Worked primarily on digital design and branding work with a variety of clients across multiple industries such as Sazerac Company, Jack Henry and Hunter Fan. Developed and delivered thoughtful client presentations of design solutions on a regular basis as well as helped lead client workshops for discovery phases. Directed & designed compelling conceptual work that solves business problems with beauty and ease.

Huge, Senior Designer
March 2018 - July 2019 | Atlanta, GA

Worked with clients such as No Nonsense, Google (Think With Google), McDonald's, and Stanley Security. Heavily focused on branding and digital design. Collaborated closely with other designers, copywriters, art directors, UX, and developers to deliver industry leading user and brand experiences. Brought consistent value to our team and clients through brand, product, strategy, and visual design.

Syrup, Art Director (Freelance)
August 2017 - November 2017 | Atlanta, GA

Created and evolved visual identities into fully integrated brand campaigns | Developed email campaigns | Directed the design team and managed quality of work

IQ Agency, Art Director
June 2016 - August 2017 | Atlanta, GA

Created and managed conceptual and visually compelling work with a team of designers | Collaborated with the strategy team to create responsive, user-friendly, and intuitive website experiences | Developed comprehensive design systems that work across platforms | Directed photoshoots | Print Campaigns | Identity Design

If Then, Senior Digital Designer
May 2015 - May 2016 | Atlanta, GA

Responsive website design and functionality | Experiential digital design | UI/UX | Design and execution of hi-end concepts for clients while utilizing the online environment to create, evolve and support their overall brand | Experience working with brands such as AT&T, Carnival, Anheuser-Busch, Aflac, and Lexus

Adrenaline, Visual Designer
August 2013 - May 2015 | Atlanta, GA

Branding: Naming, Strategy, Visual Identities, Integrated Campaigns, etc | Concept Development | Experiential Design | Web Design | App Design | Print Design | Packaging | Presentation Design | Environmental Design for Banks