



design, illustration, art direction

Betsy (Cypert) Frymire

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profile

I excel in roles that combine my creativity with concept development and problem solving. Identifying and eliminating obstacles comes easy to me. I thrive in a challenging environment, capable of remaining flexible and detail-oriented under pressure. I'm patient, curious, and enthusiastic, excellent at working across departments, in various media, resolving crises, or coming up with great ideas. I love to read, do yoga, travel anywhere I can, and watch anything on the BBC.

skills

- Adobe CC: Illustrator, Photoshop, InDesign,
- Fireworks, Dreamweaver
- Microsoft Office: Word, Excel, PowerPoint
- Prepress file preparation
- HTML and CSS
- Hand-sketching, illustration, mockups

education

Columbia College Chicago
 BFA in Advertising for Art Direction
 Graduated with Honors 2005
 Academic Excellence Award 2003

experience

Toddy Gear, Inc. Promotional Products Startup

Design Department Manager, (promotion) April 2015 - Present

Manage in-house and contracted designers. Facilitate communication and requests from Marketing and Sales teams. Design B2B and B2C collateral, flyers, emails, banners, postcards, sell sheets, templates, web pages, and much more as needed.

Lead Graphic Designer, October 2013 - April 2013

Story Sessions Chicago

Event Artist/Illustrator, February 2012 - Present

The Federal Savings Bank

Post-Closing Supervisor, February 2012 - October 2013

Managed 8-11 person team responsible for mortgage post-closing document handling.

Windy City Rollers (Roller Derby League)

Graphic Designer, January 2012 - January 2013

Created web/print materials for event promotion and advertising within the sports industry.

Chicagoblooms

FT Floral Designer/Customer Service, October 2010 - November 2011

Total Attorneys

Internal Designer, April 2007 - January 2010

Enhanced corporate culture and branding through digital and print design.

Granted Over-achievement Award 2008

Hoypoloi Gallery

FT Sales Floor Supervisor, June 2006 - April 2007

Plan B Chicago

Art Director Intern, January 2004 - January 2005

Rudaizky Ryan, Ltd. Advertising Agency

Art Director Intern, June 2004 - July 2004

volunteering

ALIVE Rescue

Animal Handler and Event Volunteer, December 2008 - Present

Graphic Design Volunteer, Ongoing, as needed