

BECCA HUMANN

Senior Brand Designer | Brand Systems • Performance Marketing • Art Direction

CONTACT

630.903.5200

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WORK

beccahumann.com

behance.net/beccahumann

SOFTWARE

Adobe Creative Cloud

Photoshop, Illustrator, InDesign, After Effects, Acrobat, Premiere

Microsoft + Google Productivity Tools

Word, PowerPoint, Excel, SharePoint, Google Docs, Sheets, Drive, Slides

Marketing Automation + Analytics

Salesforce Marketing Cloud, Mailchimp, Brevo, Braze, Constant Contact, Marketo, HubSpot, Google Analytics

Web + UI/UX Design

WordPress, Elementor, Squarespace, Figma

Project Management + Collaboration

Asana, Monday, Lucidchart, Jira, Miro

EXPERTISE + SKILLS

Graphic + Visual Design

Brand Strategy, Brand Systems, Design Systems, Visual Identity, Art Direction, Creative Direction

Marketing

Brand Governance, Sales Enablement, Demand Generation, Marketing Communications, Partner Marketing, Event Marketing

Creative Leadership

Cross-functional Collaboration, Design Critique, Stakeholder Presentations, Project Leadership

EDUCATION

Bachelor of Fine Arts

University of Illinois | Urbana-Champaign, IL
Aug 2008 - May 2012

EXPERIENCE

Senior Brand Designer

Oct 2023 - Present

The SAI Group | Reading, PA

- Led the enterprise-wide rebrand of SAI and its divisions, creating scalable brand systems, templates, and visual identity guidelines that strengthened brand governance across marketing, sales, events, and corporate communications
- Designed integrated marketing assets spanning digital campaigns, presentations, print collateral, events, internal communications, and executive communications
- Helped scale the in-house creative function by establishing design standards, mentoring freelance creatives, improving production workflows, and ensuring consistent, high-quality execution across marketing initiatives
- Partnered with Marketing, Operations, executive leadership, and business stakeholders to translate complex initiatives into audience-focused campaigns, presentations, internal communications, and partner marketing materials
- Improved creative operations by developing reusable templates, organizing asset libraries, optimizing production workflows, and introducing AI-assisted design processes that increased efficiency while maintaining brand consistency

Brand + Marketing Designer

Oct 2021 - Oct 2023

Propeller Health | Madison, WI

- Art directed lifecycle marketing campaigns that achieved a 47% average open rate, 26% click-through rate, increased daily app engagement by 60%, and improved 90-day retention by 30%.
- Spearheaded Propeller's first recruitment and engagement marketing campaigns, increasing patient enrollment and retention by over 300%
- Designed conversion-focused digital campaigns spanning email, landing pages, paid social, web, and display advertising using iterative testing and performance insights
- Collaborated closely with product marketing, lifecycle marketing, and clinical teams to create user-centered experiences supporting behavior change
- Leveraged A/B testing and campaign analytics to optimize creative performance and continuously improve engagement and conversion metrics
- Managed freelance designers and creative partners by providing art direction, design feedback, quality control, and final creative approvals to ensure consistency with evolving brand standards

Creative + Marketing Manager

June 2018 - Oct 2021

Kiio Health | Madison, WI

- Developed targeted performance marketing strategies, including email and direct mail campaigns, to drive enrollment in Kiio's digital care program, generating over \$300,000 in revenue within six months
- Led a rebranding initiative to revitalize Kiio's visual identity, redesigning all collateral and launching a new website to reflect the updated brand systems & visual identity
- Developed creative strategies across digital marketing, social media, website, email, and sales enablement materials
- Partnered closely with leadership to execute integrated marketing initiatives across multiple business functions
- Managed external designers and creative partners, providing art direction, design feedback, and final creative approvals across marketing initiatives

Graphic Designer + Photographer, Oct 2016 - June 2018

ProClip USA | Madison, WI

Oct 2016 - June 2018

- Boosted email sales by over 200%, generating \$150,000 in revenue in three months
- Launched sponsored social ads, driving \$50,000 in revenue in three months on facebook and Instagram
- Designed and developed content for various marketing channels, including social media, email campaigns, events, infographics, flyers, sell sheets, catalogs, and websites
- Strategized and executed digital marketing campaigns across email, Facebook, and Instagram to enhance brand visibility and engagement
- Captured product photography in both studio and on-location settings for use across all marketing channels

Creative Design Manager, Apr 2015 - May 2016

Paramount Hospitality Management | Orlando, FL

Apr 2015 - May 2016

- Managed end-to-end email marketing, including design, copywriting, scheduling, and promotions, driving a 300% increase in revenue
- Developed and executed digital marketing strategies — paid search, paid social, retargeting, and SEO — boosting website traffic and revenue
- Designed a wide range of marketing materials, including print and digital ads, event flyers, social media graphics, logos, menus, and posters
- Redesigned hotel property websites to enhance user experience and drive engagement
- Led all photography efforts, capturing and editing high-quality images of hotel exteriors, interiors, and lifestyle shots for marketing use

Graphic Designer + Photographer, Oct 2013 - Oct 2014

Brewer Sewing + Quilting | Aurora, IL

Oct 2013 - Oct 2014

- Developed new packaging and advertising strategies for under-performing products, boosting sales by over 300%
- Designed a variety of marketing materials, including catalogs, packaging, sales flyers, order forms, and sell sheets
- Captured lifestyle and product photography for use on the website and marketing collateral

FREELANCE + CONTRACT ROLES

Senior Graphic Designer, February 2026 - Present

Tandem Diabetes Care | San Diego, CA

Marketing Manager + Creative Director, May 2016 - Sept 2016

Bruce + Tanya (ReMax Team) | Springfield, VA

Graphic Designer, Aug 2014 - Apr 2015

Digipho to Entertainment Imaging | Orlando, FL

VOLUNTEERING

Teaching Artist | Ceramics, August 2026 - Present

MiSA - Mitchell Street Arts Collective | Milwaukee, WI