



Beverly Laxa

t :: 818.633.1740 e :: bevldesign@gmail.com w :: www.bevldesign.com

PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Graphic Designer with over 10 years of experience in the entertainment sector, specializing in key art, outdoor advertising, and digital marketing. Proven track record in leading design projects from concept to execution, creating impactful visual solutions that engage and inspire diverse audiences. Skilled in collaborating with cross-functional teams to maintain brand aesthetics and deliver high-quality assets across multiple platforms.

SKILLS

- Design Software: Proficient in Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop, After Effects, Lightroom, Bridge, Acrobat), QuarkXPress, Suitcase, Fontographer, Glyphs, Suitcase Fusion, Microsoft Office (Excel, Word, Powerpoint), and Topaz Labs
- Core Competencies: Concept development, branding, animated graphics, product photography, digital and print marketing, social media, email marketing, UI/UX design, typography
- Additional Skills: Expertise in visual quality assurance, client management, art direction, knowledge of print production processes

EXPERIENCE

01.06 - Present // **BEVL Design, Northridge, CA** // **Owner**

- Lead creative consultations with clients to define marketing objectives and develop compelling design concepts.
- Manage budgets and production schedules while coordinating with print vendors and overseeing a team of designers and copywriters.
- Successfully executed design projects for high-profile clients, including *Real Time with Bill Maher* and *Live Talks Los Angeles*.

01.08 - Present // **Sonnentag Design, Hermosa Beach, CA** // **Freelance Art Director**

- Developed visual solutions for marketing materials for major clients such as NBC Entertainment and Paramount, focusing on both animated and live-action content.
- Oversaw the production of corporate identity materials and consumer advertisements, ensuring quality and brand consistency.

03.18 - 01.22 // **The Ululu Company, Santa Monica, CA** // **Full-time Designer**

- Designed and conceptualized digital assets for Netflix's *Disenchantment*, which ranked among Netflix's top 10 binge shows to watch, enhancing user engagement and brand recognition.
- Created promotional materials, including key art and animated graphics, effectively communicating brand messaging.
- Collaborated with cross-functional teams to manage workflows for product launches and animated sequences.

04.01 - 03.23 // **Frandsen Design, Los Angeles, CA** // **Freelance Art Director**

- Managed the design and production process, coordinating cross-functional teams for projects including Fox Studios and the Neil Bogart Memorial Foundation. Developed creative solutions that met client objectives while maintaining visual and conceptual integrity.

05.04 - 04.13 // **Debbie Ross Film Design, Culver City, CA** // **Freelance Designer**

- Collaborated with the Creative Director and clients to develop marketable branding and promotional materials for various artists and projects.

EDUCATION
HONORS AND AWARDS
INTERESTS
PORTFOLIO AND REFERENCES

09.10 - 12.10 // **Galpin Ford, Reseda, CA** // **Freelance Graphic Designer**

- Collaborated with the Art Director to design promotional print materials, including brochures and postcards.

04.03 - 08.07 // **Reneric and Company, Los Angeles, CA** // **Graphic Designer**

- Designed innovative theatrical and home entertainment DVD packages, gift sets, and promotional materials for clients like Warner Brothers and The Weinstein Company.

06.02 // **California State University, Northridge**, Bachelor of Arts in Art // **Cum Laude**

Additional Training:

2016 // **Biotecture Earthship Academy**, Taos, New Mexico // **Eco Construction**

2009-2010 // **Babylon Idioms**, Spain and Argentina // **Spanish Language Course**

2002 // **Art Center at Night** // **Packaging Design and Typography**

- Creativity 43 International Awards, Honorable Mention - 2013 (NBC Emmy Campaign, Art Director)
- Creativity 42 International Awards, Gold Print Winner - 2012 (NBC Smash Press Kit, Co-Creative Director)
- Mobius Awards, Entertainment Media Promotion Winner - 2013 (NBC Emmy Campaign, Art Director)

Traveling, volunteering, gardening, sustainable design, photography, ceramics, painting, piano, backpacking, camping, cycling, scuba diving, baking, knitting, collecting artwork and vintage items.

Available upon request.