



## BETH VARDEN

beth.varden@gmail.com

bethvarden.com

# ILLUSTRATOR ▪ GRAPHIC DESIGNER

Goals: To pursue professional experience and growth in the fields of Illustration, Print Design and Production, and Web Development/User Experience Design.

## SKILL SETS

- Poster & Document Design
- Digital & Hand-Drawn Illustration
- Logo and Identity Design
- Custom Typography
- Package Design
- Design for Digital Environments
- Motion Graphics (Hype)
- Web Development & Content Management
- Editorial Writing & Editing
- Social Media Coordinating

## EXPERIENCE

### 2001 - PRESENT | FREELANCE ILLUSTRATOR/GRAPHIC DESIGNER

Various Illustration Work, Posters, Flyers, and Packaging Designs for a variety of area and national clients, including Adweek, Bluemercury, Acclaro Research Solutions, National Institute on Drug Abuse, The German Embassy, Friends Records, The Washington Post, The Metro Gallery, The Sound Garden, Baltimore City Paper, Chase Brexton, Attic: Journal of Creative Writing, The Atlantic, and The Ottobar.

### 2006 - PRESENT | HEAD MUSIC BUYER, MANAGER: THE SOUND GARDEN BALTIMORE, MARYLAND

One of the last surviving independent record stores in the country and ranked #2 in *Rolling Stone's* list of the best record stores in America, The Sound Garden is an iconic fixture of Baltimore's music scene.

#### RESPONSIBILITIES

- Foster communication and growth with 30+ independent music vendors
- Cultivate relationships with new music labels and distributors
- Select Vinyl CD, and new releases for multiple store locations
- Implement and maintain new release marketing co-op with individual record labels
- Research and Merchandise new product lines
- Manage store inventory with weekly restock orders and product returns
- Oversee workflow and daily operations of the store and staff
- Train new employees

## EDUCATION AND AREAS OF STUDY

### 2009 - 2015 | UNIVERSITY OF BALTIMORE, BALTIMORE

Bachelor of Arts in English, Master of Arts in Publication Design

### 2001 - 2006 | UNIVERSITY OF MARYLAND BALTIMORE COUNTY, BALTIMORE

English Literature and Critical Theory, Philosophy, Writing

### 1996 - 1998 | MARYLAND INSTITUTE COLLEGE OF ART, BALTIMORE

Painting, Printmaking, Art History

## ACHIEVEMENTS AND ACTIVITIES

2015-2016: Student | Baltimore Academy of Illustration

2011-2016: Member | AIGA

2014: Attendee | Music Business Association Annual Conference, Los Angeles

2011: Contributor | 10 West Preston: UB Online Design Magazine

2008: Contributor | Paper Kingdom: A Collection of Baltimore Music Posters

2006: Contributor | UMBC Review: Undergraduate Journal of Research

2006: Editor in Chief/Photography Contributor | Attic: Journal of Creative Writing

2006-Present: Creative Director/Musician | The Violet Hour

2005: Intern | National Endowment for the Humanities

2004-2005: Co-Editor in Chief | UMBC Review: Undergraduate Journal of Research

2003-2005: Certified Tutor | UMBC writing Center

## TECHNICAL PROFICIENCY

Platforms: Mac OS X and Windows XP/Vista/7/8/10

Applications: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Tumult Hype, BBEedit, Axure, CMS including WordPress and Cargo Collective, Microsoft Word, Microsoft Excel, Microsoft Power Point. Experience reading and writing basic HTML5 and CSS