
Becca Mayfield

beccamayfield.com
Somerville, MA
hi@beccamayfield.com

EXPERIENCE

Minelli, Inc.

Senior Designer & Brand Strategist :: 09.2014–present

Development of brand systems (positioning, visual/verbal tools, and experiences) for complex, mission-driven organizations. Role requires synthesizing primary research and translating big picture vision into a cohesive brand that builds momentum and is seen, heard, and felt by both internal and external audiences. Additional responsibilities include project management and art directing junior designers. Clients include: the City of Boston, Collective Goods, Massachusetts General Hospital, Oxfam America, The Trustees, and Williams College.

Selbert Perkins Design

Senior Designer :: 01.2013–05.2014

Designer :: 12.2009–12.2012

Worked directly with Creative Directors. Responsible for creative strategy, brand management, and design development. Clients included: Bingham McCutchen, Boston Architectural College, MIT, Roasting Plant, and Tufts University.

Hecht Design

Junior Designer :: 02.2009–12.2009

Designed and implemented print and digital communication projects. Hired to fill in for Senior Designer on leave.

Windhover

Design Editor :: 09.2006–05.2008

Collaborated with a small team of designers to produce the 41st and 42nd editions of Windhover, NC State's annual arts and literary publication.

EDUCATION

North Carolina State University

08.2004–12.2008

Bachelor of Graphic Design, Minor in Industrial Design

AWARDS

Windhover 07/08

365/30 :: AIGA

Gold Crown Award :: Columbia Scholastic Press Association

BOOM! Show, Merit Award :: AIGA Charlotte

Windhover 06/07

365/29 :: AIGA

50 Books/50 Covers 2007 :: AIGA

Pacemaker :: Associated Collegiate Press

Crown Award :: Columbia Scholastic Press Association

BOOM! Show, Silver Award :: AIGA Charlotte

SKILLS

InDesign, Illustrator, Photoshop, WordPress, Acrobat, Keynote, Word, PowerPoint;
familiarity with HTML & CSS