



Digital Designer

beccatetzlaff.com

beccatetzlaff@gmail.com

262.364.9100

experience

Aurora Health Care

June 2013 - Present
Milwaukee, WI

Digital Designer

- Designed digital assets for external and internal partners such as banner ads, infographics, Facebook posts, icons, and presentations.
- Teamed with copywriters to concept and execute multi-channel campaigns, including print pieces.
- Worked hand-in-hand with social media and PR partners to create a blog and social media content.
- Wireframed and prototyped website designs for hand off to developers.

Trivera Interactive

June 2012 – August 2012
Menomonee Falls, WI

Web Design Intern

- Wireframed, prototyped, and began implementation of a responsively designed website within the Concrete5 Content Management System.
- Assisted project manager with timelines, site maps, and content delivery documents for clients such as Potawatomi Bingo Casino.
- Communicated and collaborated with team members and clients via Basecamp project management software.

University Dining Services

October 2011 – May 2013
Stevens Point, WI

Web Designer & Student Manager

- Maintained and updated website for the campus dining service.
- Self-taught how to design and develop HTML & CSS within SharePoint Content Management System.
- Collaborated with graphic designers on projects and content.
- Brainstormed, prototyped, and implemented new ideas.

education

University of Wisconsin Stevens Point

September 2009 – May 2013

Web & Digital Media Development Major (Design Focus), Spanish Major

- Bachelor of Arts

Culture Institute of Oaxaca, Mexico

June 2011 – August 2011

Intensive Spanish Language Program

- Study Abroad
- Grammar, History, and Literature Courses