

## Profile

Passionate business founder.  
Curious baker. Empathetic interdisciplinary designer who enjoys solving problems by combining logic with creativity.

## Education

**Carnegie Mellon University**  
**BFA, Communication Design**  
**Minor, Photography & Digital Imaging**  
University Honors • Dean's List  
Pittsburgh, PA  
May 2004

**Michigan State University**  
**Study Abroad Program:**  
**Photo Communication**  
UK & Czech Republic  
Summer 2003

## Skills

### Software:

- » Adobe Illustrator
- » Adobe InDesign
- » Adobe Photoshop
- » Microsoft Office
- » Subbly

### Coding:

- » CSS
- » HTML

### Other:

- » Baking
- » Product curation
- » Copywriting

## Portfolio

View my work at [beckyclutter.com](http://beckyclutter.com)

## Professional Experience

**Fikabröd** / Atlanta, GA

May 2019–Present

### Founder

- » From the ground up, launched Fikabröd, a monthly subscription box for passionate and adventurous bakers.
- » Created brand identity and continues to design all print and digital materials.
- » Conceives monthly box themes; curates, researches, and orders products.
- » Develops and/or retools recipes with curated ingredients.
- » Photographs recipes, monthly boxes, and other needs.
- » Writes copy for website, social media, marketing, and monthly box postcards.
- » Attends trade shows for product research, industry education, and to maintain and/or develop relationships with vendors.

**Northpole Productions** / Kennesaw, GA

April 2017–May 2019

### Creative Director

- » Collaborated with development team on UI/UX, created brand identity, designed graphics, and managed social media for Post-Game Fantasy.
- » Created brand identity, designed marketing materials, and planned client events for Summit Executive Suites.
- » Designed graphics, wrote blog posts and email newsletters, managed in-house and freelance creatives for Northpole.com.
- » Managed 1 other creative.

**RTI** / Marietta, GA

### Creative Director

Jan. 2012–April 2017

- » Created new brand identity; overhauled and redesigned all necessary print and digital materials to meet new brand guidelines.
- » Collaborated with sales & marketing team on marketing materials, website, trade show booths, sales materials, ads, infographics, and email newsletters.
- » Collaborated with development team on UI/UX of Windows- and web-based software, as well as iOS mobile app.
- » Devised and planned company events, including 30th anniversary party.
- » Managed team of 2 creatives.

### Communication Designer

Feb. 2010–Jan. 2012

- » Designed UI overhaul of Windows-based software; collaborated with development team on implementation of UI/UX changes.
- » Designed website, marketing materials, and trade show graphics.

**Self-Employed** / Roswell, GA + Blacksburg, VA

May 2007–Jan. 2010

### Freelance Designer

- » Designed logos, websites, and marketing materials for small businesses.

**Kids II** / Alpharetta, GA

Jan. 2006–May 2007

### Marketing Communications Designer

- » Designed materials and edited photos for sales, marketing, and HR teams.
- » Helped plan company events as member of Events Committee.

**Carnegie Mellon University** / Pittsburgh, PA

Jan. 2003–May 2004

### Teaching Assistant

- » Supported School of Design professors with additional teaching and critique for students of Color & Communication.