

MARY BETH FORESTA

CREATIVE REBRANDING | PRINT | DIGITAL

CONTACT

857-939-8889
77mary7726@gmail.com
Cumberland, RI

SKILLS

Photoshop
InDesign
Illustrator
Adobe Acrobat
UX UI training
Detailed-oriented
Agile-Kaban training
Creative problem solving
Time management
Strong collaborator

EDUCATION

American Graphics Institute
UX Bootcamp, design,
strategic and tactical skills

Mass. College of Art and
Design Graphic Design
Certification Courses

Eastern Nazarene College
BA, Communication Art
Minor Photography

PROFILE

Graphic designer with extensive experience in print, email, display ads, broadcast, photography, and UX UI training. I approach every project as an opportunity to learn, grow, and bring fresh creative thinking to the team. Passionate about collaboration, I strive to create thoughtful, engaging work that leaves a lasting impact.

PROFESSIONAL EXPERIENCE:

ROSS-SIMON JEWELRY 2024-07/2026

SENIOR GRAPHIC DESIGNER 2024-07/2026

- Designed and managed print projects from concept through final production, overseeing catalogs and print assets while ensuring brand consistency.
- Partnered with merchandising teams and executives to secure approvals, then collaborated with copywriters and art directors to execute catalog concepts.
- Art-directed seasonal catalog photoshoots contributing directly to jewelry sales growth.
- Partnered with photographers and retouchers to ensure high-quality, on-brand imagery.

VISTAPRINT 2006-08/2022

SENIOR GRAPHIC DESIGNER 2012-08/2022

- Specialized in rebranding and creating marketing materials for small businesses—assets utilized in global campaigns for site, broadcast, and photo shoot spots.
- Directed the localization team to ensure creative translates across US and EU markets.
- Collaborated with copywriters, designers, strategists, and marketing partners to develop successful marketing campaigns on a global scale – emails, display ads, and print.
- Conceptualized and designed print catalogs, box inserts, and trade show booths.
- Lead agile initiatives to streamline workflow – drastically reducing production time.
- Designed still assets for internal broadcast team commercials. Attended global video shoots and worked with producers for rapid deliverables using video industry-standard formats.

VISTAPRINT 2006-2012 GRAPHIC DESIGNER

- Lead designer for reseller program. Researched, conceptualized, and designed email, display ads, and site assets.
- Photographer for new product initiatives. A rapid and scalable launch to bring new products to market. Managed photography process, captured, approved, and processed images.
- Member of the global display team. Conceptualized and designed display ads using Photoshop animation and Google HTML5.