

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

Professional Experience

Fikabröd / Atlanta, GA

May 2019–March 2026

Founder

- » From the ground up, launched Fikabröd, a monthly subscription box for passionate and adventurous bakers.
- » Created brand identity and designed all print and digital materials.
- » Conceived monthly box themes; curated, researched, and ordered products.
- » Developed and/or retooled recipes with curated ingredients.
- » Photographed recipes, monthly boxes, and other needs.
- » Wrote copy for website, social media, marketing, and monthly box postcards.
- » Attended 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.