



Rebecca Vann

Multidisciplinary designer specialising in web, brand, and presentation design, crafting thoughtful digital experiences for purpose-driven companies.

CONTACT

fiddleandferndesignco.com
rebecca.m.vann@gmail.com
In/rebecca-vann-940a85188
+1 406-240-3393

EDUCATION

University of Montana
BFA Graphic Design
(Digital Art & Technology)
2022 Graduate - Cum Laude

SKILLS

Adobe Creative Suite
Branding and visual identity
CMS platforms (WordPress, Shopify, Webflow, Framer)
Conversational Spanish
Cross-functional collaboration
Figma
HTML5 / CSS3
Layout design
Motion design
Presentation design
Print and digital production
Procreate illustration
Project coordination
Responsive email design
User-centred design
Web accessibility best practices
Wireframing and prototyping

EXPERIENCE

Contract Graphic Designer

Cencora (Healthcare & Pharmaceutical) / 2024-Present

- Designed high-volume presentation decks, flashcards, research summaries, and digital materials for marketing, sales, and internal stakeholders under strict brand and regulatory standards
- Translated dense clinical and research content into clear, audience-friendly visuals used in executive presentations, FDA submissions, and internal training
- Produced conference-ready presentation assets and printed materials for medical and industry events, ensuring clarity, polish, and visual impact
- Maintained rigorous file management, version control, accessibility standards, and brand consistency across deliverables under tight timelines

Freelance Web & Brand Designer

Fiddle & Fern Design Co. / 2021-present

- Designed and launched 20+ custom websites and presentation systems for clients across healthcare, education, and consumer-facing industries
- Created branded pitch decks, sales presentations, one-sheets, and marketing assets to support client outreach, partnerships, and internal communications
- Built scalable brand systems and presentation templates to ensure consistency across decks, email campaigns, and digital platforms
- Managed all project phases including creative strategy, design execution, revisions, asset delivery, and client approvals—ensuring on-time launches and repeat work

Graphic & Presentation Designer

Washington Companies / 2023

- Led design execution for sales presentations, branded pitch decks, internal communications, and print collateral
- Collaborated directly with marketing leadership and executive teams to translate business goals into clean, compelling visual narratives
- Developed reusable presentation templates and visual systems that improved efficiency, consistency, and brand alignment across teams

Web Designer & Branding Specialist

Hazel & Fawn / 2021-2023

- Led a full brand refresh and Shopify website redesign, including a custom registry feature, contributing to increased international traffic and online sales
- Designed promotional landing pages, seasonal campaigns, and automated email marketing assets aligned with brand storytelling
- Created responsive HTML/CSS email templates and digital marketing assets optimized for cross-device performance