

liz baker/studio b design

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education

May 1986

Randolph-Macon Woman's College
Lynchburg, Virginia
Bachelor of Art: Art
Minor: Communications

Summer 1985

Oxford University
St. John's College
Oxford, England
*Summer study and travel
in England*

software

WINDOWS PLATFORM

Illustrator
Photoshop
InDesign
Acrobat
Regis Online Mapping
Microsoft Office
PowerPoint
Wordpress

interests

Exercise
Yoga
Sewing
Gardening
Animals

experience

April 2006–Current | Studio B Design, Pleasant Hill, California

Freelance Marketing & Graphic Design Services

Concept, design and produce various collateral items. Clients include: John Cumbelich & Associates Commercial Real Estate Brokers, The San Francisco Bay Club, Ciao Bella Salon, and Encore Medspa.

Oct 2000–April 2006 | The Allen Group, LLC, San Francisco, California

Proposal & Marketing Coordinator/Graphic Designer

Coordinate with in-house staff and teaming partners to produce proposals, and create PowerPoint presentations and presentation boards. Design print collateral (logos, posters, fact sheets, rack cards, signage, brochures, etc.) for construction related community relations/outreach. Design in-house marketing materials, including proposals, presentations and joint venture logos. Clients include BART, Muni and Caltrain.

July 1998–Oct 2000 | Plant Construction Company, LP, San Francisco, California

Marketing Coordinator

Responsible for preparing sales and marketing materials for construction company specializing in commercial construction projects. Work with Construction Managers to develop qualification and proposal packages in response to RFP/RFQ's. Design proposal, marketing, public relations and presentation material. Prepare monthly client progress reports. Coordinate progress and finished project photography and submit press material. Created the "Corporate Identity and Graphic Standards" manual. Other design includes project t-shirts, announcements, advertisements and project logos/hardhat decals.

Jan 1996–May 1997 | The Clubs of Williams Island, Miami, Florida

Special Events Coordinator

Plan and execute all special events for a private multi-million dollar residential/club community. Responsibilities include promotion of events including social, cultural, educational and children's events, promotions for two restaurants and a spa. Design all promotional material and maintain event calendar. Interact with all departments and outside vendors to organize events and work with members to ensure event satisfaction.

Jan 1994–Dec 1994 | Direct American Marketers, Inc., Irvine, California

Production Artist

Produce direct mail using Quark XPress, Illustrator, Photoshop and traditional paste-up.

Feb 1991–Mar 1993 | SW Morris & Global Exchange, Inc., Bethesda, Maryland

Graphic Designer

Concept, design, rewrite and produce various marketing campaign materials for government agencies. Clients include US Department of Transportation and US Department of Health and Human Services.

Nov 1987–Jan 1991 | DDB Needham Worldwide Advertising, Mclean Virginia

Mechanical Artist/Junior Designer

Design ads and collateral, specify type, prepare mechanical art, maintain supplies and hire freelancers. Clients include McDonald's, Jiffy Lube and National Geographic.