

beth baker



📍 RALEIGH, NORTH CAROLINA

☎ 425.208.9906

✉ BETH@BETHBAKER.DESIGN

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PROFILE

A proficient, multi-faceted, visual strategist with over twenty years of well-rounded experience. Highly skilled in brand development and design at every scale. Excels in multi-disciplinary creative leadership, with a focus on mentorship and collaboration. Successful in fast-paced, deadline driven environments and working within strict or limited budgets. Proven track record of building mutually beneficial and long-lasting partnerships. Passionate and imaginative creator of innovative design and creative storytelling.

CORE SKILLS

- Creative and Art Direction
- Multi-disciplinary Team Management
- Marketing and Brand Strategy
- Brand Development and Management
- Design for Advertising and Marketing
- Public Information Design
- Event and Activation Design
- Photography and Photo Editing
- Copywriting
- Vendor Coordination and Cultivation

EDUCATION



ROCHESTER INSTITUTE OF TECHNOLOGY
Bachelor of Fine Art, Graphic Design
Rochester, New York • 2004

AWARDS

SUMMIT INTERNATIONAL AWARDS
Summit Creative Award
2019 and 2015 Award Winner

ORGANIZATIONS

SCHOOL OF ACROBATICS AND NEW CIRCUS ARTS
Board Member • Marketing Committee • 2018-2021
AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

NORTH CAROLINA COURAGE + NORTH CAROLINA FC // CREATIVE DIRECTOR raleigh, north carolina • 2023 - 2025

Creative Director for the NWSL women's professional soccer club North Carolina Courage and for the men's USL Championship North Carolina FC. Lead and mentor of a multidisciplinary team of graphic designers, videographers, photographers, motion graphic designers, and freelancers. Liaison to outside agencies for creative support, paid media, and various other collaborators.

Worked to re-establish both club brands to bring them up to league standards and beyond, grow their fan bases, increase ticket sales, and build brand equity in the community.

The 2025 spring season for the North Carolina Courage saw the club smash records and four of the five home matches had top ten history making attendances. With a first ever brand position "The Place to Be," and bold new graphics, the Courage are now turning casual fans into lifelong brand ambassadors.

CLIMATE PLEDGE ARENA // ART, DESIGN, CREATIVE MANAGER seattle, washington • 2021-2023

Creative Director and design lead for Climate Pledge Arena marketing, branding, and creative services. Provided direction and project management cross-departmentally and alongside tenant organizations, the Seattle Kraken and Seattle Storm.

Built brand identity, strategy, and equity with a first-in-industry, non-traditional naming rights partner. Developed and designed internal sub-brand programs that include Tours @ Climate Pledge Arena, Verizon Concert Series, and the NBA preseason Rain City Showcase.

Worked with national and international concert promoters (Live Nation, AEG, Feld, etc.) to represent touring concert and event brands across all marketing media channels and extensive in-arena and Seattle Center Campus LED marketing assets.

Lead collaboration team on fan, guest, and artist gifting and activations.

Mentor and lead to a team of multi-disciplinary artists, and cultivated a unique-in-industry creative services department.

Developed and implemented robust creative, departmental, and organizational processes to maximize workflow, accuracy, production cost reduction, and flexibility.

SEATTLE SEAHAWKS // ART DIRECTOR, CONTRACT seattle, washington • 2020-2021

Art direction and principal design of large scale installations, signage, and maps for COVID-19 protocols to ensure fan and staff safety upon return to stadium.

VULCAN ARTS + ENTERTAINMENT // ART DIRECTOR seattle, washington • 2019-2020

Oversaw, developed, and managed visual strategies and brand development of a diverse portfolio of institutions consisting of Living Computers: Museum + Labs, Seattle Cinerama, Flying Heritage & Combat Armor Museum, and Seattle Art Fair.

Led and developed Seattle Art Fair brand approach for launch of new, first-in-industry, Collectors Circle membership program for high-net-worth art collectors. Additionally instrumental in development of new exhibitor facing collateral, another first for the Fair in 2020.

Provided creative direction, strategy, and design support for virtual events, fundraising initiatives, and critical announcements for each institution during COVID-19 pandemic.

Restructured and implemented new branding and creative strategy guidelines for Living Computers: Museum + Labs.

Drove research and implementation of new project management tools for entire Vulcan Arts + Entertainment division. Incorporation and execution allowed for greater efficiency/accuracy for creative conception and review, and centralization and transparency of projects between team members, departments, and institutions.

Generated additional revenue, attendance, and engagement for Cinerama through design elevation of film series promotional materials, concession signage, and branding assets.

SEATTLE CHILDREN'S THEATRE // GRAPHIC DESIGNER, MARKETING seattle, washington • 2018-2019

Developed and applied cohesive brand strategy to greatly improve organization perception of a preexisting, unappealing logo, and re-branding package.

Created design and release blueprint for a multi-tiered subscription package that realized a 245% increase in first week subscription renewals from previous year.

BETH BAKER DESIGN // OWNER/CREATIVE DIRECTOR 2012 - PRESENT

Developed award winning brand strategies and design programs for a variety of organizations.

Retain and maintain long-term partnerships for art direction and creation of marketing, paid media, and informational packages. Expertly executed designs while also working in collaboratively with multiple designers and agencies to achieve common project goals.

Lead advertising and development design initiatives with many non-profit organizations which increase community engagement and financial contributions.

Support bespoke event client visions through elegant, cost-efficient designs with high attention to detail. Responsible for all phases of projects from bid and vendor coordination, through design and production.

ILIUM ASSOCIATES // ASSOCIATE GRAPHIC DESIGNER; PRINT PRODUCTION MANAGER bellevue, washington • 2005-2012