

# beth baker



📍 RALEIGH, NORTH CAROLINA  
☎ 425.208.9906  
✉ BETH@BETHBAKER.DESIGN  
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## PROFILE

A seasoned visual strategist and creative executive with a proven record of building, transforming, and leading brands across industries. Experienced in guiding multidisciplinary teams through every phase of the creative process—from strategic concepting to execution—to deliver work that drives engagement, revenue, and long-term brand equity. Combines strategic insight with an ability to translate complex ideas into compelling, cohesive narratives across channels and audiences. Adept at fostering collaboration and innovation within fast-paced, evolving environments while maintaining clarity, focus, and creative excellence. Recognized for cultivating trusted partnerships with internal stakeholders, executives, and external partners alike, uniting teams around a shared vision and delivering measurable impact. Passionate about mentorship, storytelling, and using design as a strategic tool to shape perception, strengthen culture, and inspire connection.

## 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

## AWARDS

SUMMIT INTERNATIONAL AWARDS  
Summit Creative Award  
2x Award Winner

## ORGANIZATIONS

SCHOOL OF ACROBATICS AND NEW CIRCUS ARTS  
Board Member • Marketing Committee Chair 2019–2021  
AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

## ON LOCATION, FIFA WORLD CUP 2026™ // SR. DESIGN MANAGER raleigh, north carolina • 2025-PRESENT

Oversee design operations for the FIFA World Cup 2026™ Official Hospitality program, managing cross-functional workflows between internal teams and external design/production partners across sixteen event locations in three countries. Drive integrated event design solutions through process implementations and production planning, while maintaining rigorous tracking, reporting, and stakeholder alignment in a fast-paced, high-volume environment.

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

Lead and mentor to a multidisciplinary team of graphic designers, videographers, photographers, motion graphic designers, and freelancers. Served as liaison to outside creative agencies, paid media, and production collaborators. Re-established both brands, elevating them beyond league standards, leading to growing fan bases, increased sales, and building lasting equity in the community.

The 2025 spring season for the North Carolina Courage was a record-breaking success, with the club increasing average attendance by 21% to over 7,000 fans per match—the biggest NWSL attendance success story of 2025. With the launch of their first-ever brand position, “The Place to Be,” and a bold new visual identity, the Courage are turning casual fans into lifelong brand ambassadors.

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

Head of creative for all branding and initiatives for Climate Pledge Arena, and partnered cross-functionally with tenant organizations the Seattle Kraken and Seattle Storm. Drove bold brand strategy and identity, breaking new ground with a first-in-industry, non-traditional naming rights partner. Launched new internal brand programs *Tours @ Climate Pledge Arena*, *Verizon Concert Series*, and the NBA preseason *Rain City Showcase*, which delivered immersive, fan-first experiences, while opening up new revenue streams.

Directed high-profile collaborations with national and international promoters (Live Nation, AEG, Feld, etc.), NBA, and NCAA ensuring every concert and event brand dazzled across activated marketing channels and in-arena/Seattle Center Campus assets.

Built, led, and mentored a high-performing, multidisciplinary creative team, cultivating an innovative, industry-leading creative services department. Designed and implemented streamlined organizational processes that maximized efficiency, reduced costs, and allowed the team to execute ambitious, high-impact creative campaigns at scale.

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

Designed a large-scale, complete stadium package for COVID-19 protocols, creating a safe, intuitive, and visually engaging experience for fans and staff returning to Lumen Field.

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

Visual strategy and brand re-development for a diverse portfolio including: Living Computers: Museum + Labs, Seattle Cinerama, Flying Heritage & Combat Armor Museum, and Seattle Art Fair.

Developed the Seattle Art Fair brand approach for its first-in-industry *Collectors Circle* membership program, targeting high-net-worth art collectors, and created pioneering exhibitor-facing collateral, setting a new standard for the Fair in 2020. Restructured and implemented new brand and creative strategies for Living Computers: Museum + Labs, elevating brand consistency and market presence. Elevated Cinerama’s design and brand assets, boosting revenue, attendance, and engagement through enhanced and elevated film series promotions, concession signage, and marketing materials.

Led research and adoption of project management tools across my division, improving workflow efficiency, and cross-departmental transparency.

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

Revitalized organizational brand through a cohesive logo and re-branding strategy, elevating perception and market positioning. Designed and implemented a multi-tiered subscription package that delivered a 245% surge in first-week renewals compared to the previous year.

## BETH BAKER DESIGN // OWNER/CREATIVE DIRECTOR raleigh, north carolina • 2012-PRESENT

Develop award-winning brand strategies and comprehensive design programs for a diverse portfolio of organizations, delivering innovative, visually compelling solutions that elevate brand perception, strengthen stakeholder engagement, and drive measurable results. Built and maintained long-term partnerships by providing strategic art direction and producing marketing, paid media, and informational materials tailored to client objectives and organizational goals.

Expertly execute designs while fostering collaboration across client teams and external agencies, ensuring alignment, cohesion, and shared success on complex projects.

Lead advertising and development design initiatives for numerous non-profit organizations, resulting in increased community engagement, expanded audiences, and meaningful growth in financial contributions.

Support bespoke event client visions with elegant, cost-efficient designs that balance creativity, functionality, and meticulous attention to detail.

Direct all phases of projects, from initial bids and vendor coordination through design, production, and final delivery, implementing workflow optimization, resource management, and quality assurance to consistently exceed expectations.

Current client roster includes: Woodland Park Zoo (Seattle, WA), Central Eastside Industrial Council (Portland, OR), and Shine Entertainment (fan experience and game presentation company based in Seattle, WA).