

beth baker



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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

Oversaw design operations for the FIFA World Cup 2026™ Official Hospitality program, directing cross-functional collaboration across internal stakeholders and external design, production, and installation partners supporting 16 host cities spanning three countries. Led the implementation of scalable design operations, production planning, and workflow processes that enabled seamless execution within a high-volume, deadline-driven global event environment. Established rigorous project tracking, reporting, and stakeholder communication frameworks to ensure alignment across multiple concurrent workstreams.

Served as the design operations lead for the Private Suites hospitality program, overseeing the end-to-end delivery strategy for nearly 2,500 premium suites. Managed a network of design, fabrication, production, and installation partners to drive consistency, quality, and on-time execution at unprecedented scale, balancing complex logistics, evolving stakeholder requirements, and venue-specific constraints across the tournament footprint.

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

Directed and mentored a multidisciplinary in-house creative team spanning graphic design, motion graphics, video production, photography, and freelance talent, fostering a high-performing, collaborative culture while overseeing the creative vision across all brand touchpoints. Served as the primary creative liaison for external agencies, paid media partners, production vendors, and cross-functional stakeholders to deliver integrated campaigns that strengthened brand presence and business performance.

Spearheaded the strategic evolution of both club brands, redefining their visual identities and market positioning to establish a distinct presence beyond league norms. These efforts drove sustained audience growth, increased revenue opportunities, and deeper community affinity while building long-term brand equity.

In 2025, helped lead the North Carolina Courage through a record-breaking season, increasing average attendance by 21% to more than 7,000 fans per match—the largest year-over-year attendance gain in the NWSL. The launch of the club's first comprehensive brand platform, "The Place to Be," paired with a bold new visual identity and integrated marketing campaign, transformed fan engagement by attracting new audiences and cultivating lasting loyalty among supporters.

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

Served as the creative leader for all brand strategy, identity, and creative initiatives for Climate Pledge Arena, partnering cross-functionally with anchor tenants, including the Seattle Kraken and Seattle Storm, to deliver a cohesive, world-class brand experience. Championed a bold creative vision for one of the industry's first non-traditional naming rights partnerships, helping establish Climate Pledge Arena as a globally recognized destination for sports, entertainment, and sustainability.

Conceptualized and launched marquee brand platforms and revenue-generating initiatives—including Tours @ Climate Pledge Arena, the Verizon Concert Series, and the Rain City Showcase NBA preseason event—creating immersive fan experiences while expanding sponsorship opportunities, enhancing guest engagement, and unlocking new business growth.

Directed creative strategy and execution for premier concerts, sporting events, and live entertainment in collaboration with leading promoters and organizations, including Live Nation, AEG, Feld Entertainment, the NBA, and the NCAA. Ensured every event delivered a distinctive, premium brand experience across integrated marketing campaigns, digital platforms, in-arena environments, and the broader Seattle Center campus.

Built and led a high-performing multidisciplinary creative organization spanning design, motion, video, environmental graphics, and production. Established scalable creative operations, workflows, and resource planning that improved efficiency, optimized budgets, and empowered the team to consistently deliver award-worthy, high-impact creative at the pace and scale of one of North America's busiest entertainment venues.

SEATTLE SEAHAWKS // ART DIRECTOR seattle, washington • 2020–2021

Led the design and execution of a comprehensive, stadium-wide environmental graphics and wayfinding program supporting COVID-19 health and safety protocols at Lumen Field. Developed an intuitive, highly visible visual communication system that enabled the safe return of fans, staff, and event personnel while preserving a premium guest experience, balancing public health requirements with the venue's brand standards across one of the region's largest sports and entertainment destinations.

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

Drove visual strategy, brand development, and creative direction across a diverse portfolio of cultural and entertainment destinations, including Living Computers: Museum + Labs, Seattle Cinerama, Flying Heritage & Combat Armor Museum, and the Seattle Art Fair. Partnered with executive leadership and cross-functional stakeholders to modernize brand positioning, elevate audience engagement, and create cohesive visual systems that strengthened each organization's unique identity and market presence.

Developed the strategic brand framework and visual identity for the Seattle Art Fair's groundbreaking Collectors Circle membership program—the first initiative of its kind in the art fair industry—targeting high-net-worth collectors while creating a premium suite of exhibitor-facing collateral that established a new benchmark for the Fair's presentation and patron experience.

Redefined the brand strategy and creative ecosystem for Living Computers: Museum + Labs, implementing scalable design standards and integrated marketing assets that improved brand consistency, enhanced visitor engagement, and elevated the museum's public profile. Revitalized Seattle Cinerama's iconic brand through elevated campaign creative, film series promotions, environmental graphics, concession experiences, and marketing materials, contributing to increased attendance, stronger guest engagement, and revenue growth.

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

Expanded the visual identity and curated a strategic branding initiative that modernized the organization's market presence, strengthened brand perception, and established a more compelling connection with audiences and stakeholders. Conceptualized, designed, and launched a multi-tiered subscription program and supporting campaign that drove a 245% increase in first-week renewals year over year, significantly accelerating early revenue and setting a new benchmark for customer retention and engagement.

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

Develop award-winning brand strategies, visual identities, and integrated creative programs for a diverse portfolio of organizations, translating business objectives into compelling brand experiences that elevate market perception, deepen stakeholder engagement, and deliver measurable business results. Serve as a trusted strategic partner to executive leadership, providing creative direction, brand consulting, and high-impact marketing, paid media, and communications solutions tailored to each client's unique goals.

Lead complex creative engagements from concept through execution, partnering seamlessly with client teams, agencies, and production collaborators to deliver cohesive, strategically aligned work across multiple channels and engagements. Balance creative excellence with operational discipline to ensure projects are delivered efficiently, on budget, and at the highest standard of quality.

Direct branding, advertising, and campaign development for numerous nonprofit organizations, helping expand audience reach, strengthen community engagement, and increase fundraising performance through purpose-driven storytelling and impactful creative strategy.

Design bespoke visual experiences for corporate, nonprofit, and special events, blending elevated aesthetics with practical execution to create memorable guest experiences while maximizing budgets and delivering exceptional attention to detail.

