# liz baker

### education

May 1986 Randolph-Macon Woman's College Lynchburg, Virginia Bachelor of Art: Art

#### Summer 1985

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

#### software

Windows Platform Illustrator Photoshop InDesign Acrobat Word Excel PowerPoint HTML & CSS WordPress Regis Online Mapping

#### interests

Sewing Gardening Volunteering Animals Exercise/Yoga

#### experience

#### April 2006-Current | Studio B Design, Pleasant Hill, California Owner

Design print collateral, websites and marketing materials. Clients include The San Francisco Bay Club, John Cumbelich & Associates Commercial Real Estate Brokers, ZKS Real Estate, Western Athletic Clubs, and UCSF Children's Hospital.

#### October 2000-April 2006 | The Allen Group, LLC, San Francisco, California Graphic Designer/Proposal Manager

Coordinate with in-house staff and teaming partners to produce proposals and create PowerPoint presentations for construction management and community relations firm. Provide graphic design for community relations/outreach clients (logos, posters, fact sheets, rack cards, signage, brochures, etc.). Design and maintain in-house marketing materials including proposals, project descriptions, resumes, presentations and joint venture logos. Clients include BART, Muni and Caltrain.

#### July 1998-October 2000 | Plant Construction Company, LP, San Francisco, California Marketing Coordinator

Prepare 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. Maintain project database in Access. Coordinate progress and finished project photography and submit press material. Other design includes project t-shirts, announcements, advertisements and project logos/hardhat decals.

#### January 1996-May 1997 | The Cubs of Williams Island, Miami, Florida Special Events Coordinator

Plan and execute special events for a private 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.

#### January 1994-December 1994 | Direct American Marketers, Inc., Irvine, California Production Artist

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

## February 1991-March 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.

#### November 1987-January 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.