

# NICOLE CARMEL BAKER

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## PROFILE

Creative and empathetic. Enthusiastic, supportive and collaborative. Strong project management skills. Acute eye for detail. Propensity for working in deadline-based environments. Skilled in layout and composition, illustration, typography, print and web design, brand identity, and photo editing. Always seeking opportunities to learn, grow and lend a hand.

## STUDY

### Seattle University

BA Fine Arts: Digital Design  
& International Studies: French  
2004 - 2008

### Academy of Art University

Advertising: Art Direction  
MFA Studies  
2009 - 2011

## SOFTWARE

Adobe Creative Suite	Squarespace	PitStop
Microsoft Suite	Shopify	Salesforce
G Suite	Wordpress	Qualtrics
Sketch & Figma	MailChimp	Workfront
Keynote	Filemaker Pro	MMT

## EXPERIENCE

### WILLIAMS SONOMA

**Production Artist** | 3/21 - Present

**Freelance Graphic Designer** | 8/19 - 1/20

Work with the Director of Creative Services to create printed marketing materials and ecom assets.

Color correct and edit photos for company-wide review.

Crop photos for use in e-commerce.

Ensure all print and web-ready files are error-free - adhering to brand strategies, SKU information and style guides.

Manage and produce projects from planning to final release.

Craft custom illustrations and icons for social media and printed marketing campaigns.

Devise and implement process improvements.

### BOUNDLESS WELL-BEING REFUGE

**Co-owner, Artist, Illustrator, Designer, Writer** | 7/20 - Present

Develop and design digital and print materials to encourage mindfulness, reflection and creativity - including, but not limited to workshop presentations, one-pagers, workbooks and guides.

Illustrate infographics, icons and standalone graphics for use in social media, products and digital and print materials.

### FOREIGNSPELL ART STUDIO

**Owner, Artist, Illustrator, Designer** | 2/14 - Present

Perform all roles in a creative studio specializing in printed stationery, fine art and bespoke illustration and design projects.

Illustration, fine art, graphic design, hand-lettering, print production, product and package design, web design, branding and identity, catalog design, creative and product development, signage and display design, copywriting.

Marketing and advertising, planning and executing trade shows & craft fairs, social media, teaching classes and workshops.

### UNIVERSITY OF CALIFORNIA COLLEGE OF THE LAW

**Graphic Designer & Co-Lead of Well-being** | 1/18 - 6/19

Served as the lead for all visual communications and branding for the Office of Student Services - including, but not limited to logos, signage, brochures, posters, programs, journals, bulletin boards, social media, intranet, etc.

Branding, logo design and content creation for college-wide intranet and weekly newsletter.

Co-lead all well-being programming, events and activities.

### DEPENDABLE LETTERPRESS

**Custom Designer** | 3/16 - 1/19

Designed bespoke event invitation suites, social stationery, logos, illustrations and internal graphics.

Planned, advertised and executed gallery events, the annual Dogpatch Wedding Show, craft fairs and workshops.

Photographed, edited and created content for all social media platforms & email marketing.

Assisted with design and copy writing for website.

### ZINIO

**Production Coordinator** | 8/10 - 2/14

Produced hundreds of digital magazines each month and enhanced print replica PDFs with rich media files.

Efficiently managed quality and workflow with Zinio's in-house production team, off-site contractors and overseas vendors.

Optimized and corrected the entire error-ridden database used by both production and account management.

Fostered camaraderie by co-planning holiday parties, group lunches, art walks and happy hours as a founding member of the Zinio Social Committee.