# KATIE CARVER BAKER

**Designer & Artist**

A dedicated designer with extensive experience in photography, branding, social media, print and web design. I am creative and tech saavy. Most of all, I have a commitment to exceeding expectations and an acute attention to detail. I strive to create designs that catch the eye and leave a lasting impression.

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## EDUCATION.

Bachelors in Visual Arts
Emphasis in Graphic Design
Lander University

## SKILLS.

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom)

Photography and photo retouching / manipulation

Hand drawn illustration

Brand Management

Color theory, typography, and layout design

Strong interpersonal and communication skills

Independent self-starter

Excellent attention to detail

Excellent time-management

Highly organized with digital asset management experience

AI tools

## EXPERIENCE.

### E-Commerce And Social Media Designer

THE TIGER SPORTS SHOP
Aug 2019 - Present

The Tiger Sports Shop is a locally owned apparel store in Clemson, SC. They are the largest retailer of officially licensed Clemson merchandise in town.

- E-commerce | Email newsletter marketing, website assets, adding new product online
- Social Media | creating content for Instagram, Facebook, and Twitter

### Freelance Designer

May 2014 - 2019

Working with individuals to brand themselves or their small business. Designing posters advertising small business events at local stores.

- TJ Maxx | Posters for in-house events
- Walker Century Farms Pavilion | Business cards, brochures, and event banner

### Graphic Design Intern

LANDER ATHLETIC DEPT.
Sept 2013 - May 2014

Gained valuable knowledge of the graphic design industry as well as the sports industry to create designs for various sports at Lander University.

- Media Guide Covers, schedule cards, posters, and magnets
- Designing player I.D.s for the athletic website