

kay baker

multimedia artist

kaylabakerdesign@gmail.com

kaybakerdesigns.com | 937.999.7496

education

Bachelor of Fine Arts Graphic Design
Bowling Green State University

honors and awards

- ★ **ArtsX Design Team BGSU**
December 2023
- ★ **Honorable Mention at BGSU's BFA Undergraduate Exhibition**
January 2023
- ★ **BGSU Art Talent Award**
April 2022 & April 2023 - \$1,000
- ★ **Congressional Art Show**
April 2019

proficiencies

- ★ Organized
- ★ Problem-solver
- ★ Critical thinking
- ★ Attention to Detail
- ★ Collaborative leader
- ★ Self accountability
- ★ Relational communications
- ★ Able to grasp new concepts
- ★ Time & task prioritization
- ★ Attention to brand consistency
- ★ File Preparation for print & digital
- ★ Adaptability

skills

- ★ Adobe Illustrator
- ★ Adobe Photoshop
- ★ Adobe Lightroom
- ★ Adobe InDesign
- ★ Adobe Premiere Pro
- ★ Adobe After Effects
- ★ Figma
- ★ HTML / CSS
- ★ Google Suites
- ★ Canva Pro
- ★ Microsoft Office
- ★ Glass Artist

work experience

Production Manager & Graphic Designer

DOmedia + BillboardsIn | April 2024 – April 2025

- ★ Managed beginning-to-end creative production for out-of-home (OOH) advertising projects across various formats, including large-scale prints, digital displays, and transit media. Ensured designs were on-brand, met technical specs, and complied with location-specific standards and legal requirements.
- ★ Served as the primary artwork coordinator between internal teams and national advertising vendors (OUTFRONT Media, Lamar, Clear Channel), facilitating seamless delivery of artwork, ensuring technical requirements for various media formats, and maintaining proactive, deadline-driven communication with vendor contacts to ensure design approvals and file handoffs aligned with contracted timelines.
- ★ Provided creative direction and mentorship to a team of design interns, leading the development of custom artwork for billboards, transit media, and digital out-of-home formats while collaborating closely with operations, marketing, sales, and leadership to align visual output with business objectives.
- ★ Led internal brand development efforts at BillboardsIn, a small out-of-home advertising agency within the growing tech company DOmedia. Collaborated with a cross-functional team to redesign client-facing sales tools and rebuild the company website. Used Figma to design and prototype updated layouts that aligned with newly established brand standards and supported ongoing marketing and platform needs.
- ★ Oversaw the production department within a fast-paced out-of-home advertising agency, collaborating with the Operations Manager, sales, marketing, and leadership teams to ensure creative assets met placement specifications and project objectives. Managed timelines and delegated tasks to ensure efficient, high-quality delivery of a variety of static and digital billboard formats and transit materials.
- ★ Served as the primary point of contact for client design needs, translating creative briefs into visual concepts and managing ongoing communication across email, video calls, and phone. Proactively resolved design challenges to ensure a seamless client experience and contributing to positive client experiences and feedback.
- ★ Prepared and optimized artwork for a wide range of out-of-home advertising formats, including digital billboards, static vinyl, transit wraps, airport signage, and large-scale wallscape—ensuring all files met exacting specifications for resolution, dimensions, color, and layout.
- ★ Coordinated directly with national and local vendors and outside printing companies to manage file handoff, troubleshoot production needs, and ensure high-quality output and timely installation across varied media formats.

Visual Designer

Thayer Family Dealerships | May 2022 - February 2024

- ★ Utilized Adobe Creative Suite to design comprehensive graphics and marketing materials, delivering high-quality, on-brand visual assets for multiple car dealerships.
- ★ Worked with national dealer agencies across Thayer dealerships to submit and refine marketing materials, ensuring timely approval and alignment with brand standards.
- ★ Assisted event planning for Thayer Family Dealerships, including the creation of event specific marketing materials, logos, and merchandise designs to enhance brand presence and engagement.
- ★ Collaborated with the Marketing Manager to drive design strategies for dealer websites and social media, boosting online engagement and brand visibility.
- ★ Exhibited strong self-accountability in managing multiple design projects simultaneously, consistently meeting deadlines, exceeding expectations, and delivering high-quality results while maintaining attention to detail and prioritizing tasks effectively.
- ★ Redesigned business cards for Chevrolet, Ford, Honda, Toyota, Nissan, and CDJR Thayer Dealerships, ensuring consistent and professional branding across all locations.

Graphic Design Intern

DOmedia + BillboardsIn | November 2023 - April 2024

- ★ Created marketing and promotional content using Adobe Creative Suite to design custom visual content for a wide variety of OOH advertising formats, including static billboards and digital displays, tailored to individual client orders and creative briefs.
- ★ Collaborated with the Production Manager to support client communication efforts, ensuring timely updates, accurate design delivery, and consistency between creative output and client objectives.
- ★ Worked closely with the Marketing Manager in a fast-paced startup environment to create visually compelling assets for dealer websites and social media, supporting organic growth efforts and enhancing brand visibility through strategic, design-driven content.
- ★ Assisted in the development and refinement of website landing pages using WordPress, contributing to UX research and A/B testing efforts through Figma to enhance user experience and site performance.