

TARAH BAIRD

435.881.9100

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tarahbairddesign.com

EXPERIENCE

Graphic Designer/Social Media Manager | Equiwest Marketing **August 2023 - Current**

Lead designer and social media manager for the creative development and execution of marketing materials such as brand identity, social media, digital ads, packaging, photography, apparel, signage, social media, and web design of four different businesses under the Equiwest Group.

Art Director/Senior Graphic Designer | FNX Fit **January 2019 - August 2023**

Art direction and lead designer for the development and execution of visual identity, branding, ads, packaging, apparel, photography, emails, social media, and web design.

Graphic Designer | BWP Communications Creative Agency **September 2018 - January 2019**

Graphic design, marketing materials, logo designs, branding, ads, packaging, and web design for multiple clients of BWP Communications

Graphic Designer | Epic Marketing **June 2018 - September 2018**

Graphic design, photography, marketing materials such as digital billboards, logos, branding, ads, packaging, and web design for multiple clients of Epic Marketing

Graphic Designer | Kimberbell Designs **September 2016 - June 2018**

Graphic design, photography, marketing materials such as the company catalog, business cards, ads, packaging, and web design for Kimberbell Designs

Freelance Graphic Designer **January 2015 - Current**

Graphic design, marketing materials, logo designs, branding, ads, packaging, and web design for multiple brands/companies.

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Firefly AI
Adobe After Effects
Adobe Photoshop/Photoshop Beta AI
Digital Photography
Wordpress/Squarespace/Wix/Shopify
HTML + CSS
Figma
Social Media Management

EDUCATION

Utah State University, Caine College of the Arts
Bachelor of Fine Arts, Graphic Design
May 2017