

TARAH BAIRD

graphic design. photography. illustration.

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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, marketing materials, social media, digital ads, packaging, emails, photography, apparel, signage, social media, and web design for of 4 different businesses within the Equiwest Group brand: Garage Grill, Toscano, Salt Flats Brewery, and Salt Flats Spirits.

Art Director/Senior Graphic Designer | FNX Fitness **January 2019 - Current**

Visual identity, graphic design, marketing materials, 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

Graphic Designer | Odarah Beauty **February - July 2016**

Brand identity, logo design, photography, and web design for Odarah Beauty and Boutique

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 Photoshop
Digital Photography
HTML + CSS
Illustration

EDUCATION

Utah State University, Caine College of the Arts

Bachelor of Fine Arts, Graphic Design
May 2017