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# Brooke Baker

## Education

### University of Dayton

August 2019 – May 2023

BFA in Graphic Design  
Minors in Psychology,  
Art History, and Fine Arts

GPA: 3.74/4.00

Graduated Magna Cum Laude

### Relevant Coursework

Design Processes 1 & 2

Global Marketing

Graphic Design 1-3

Motion Design

Photography 1 & 2

Principles of Marketing

Trademark Design

Typography 1 & 2

Web Design

### Involvement

American Institute of Graphic  
Arts, Member, 2022 – Present

Sigma Kappa Sorority,  
Member, 2020 – 2023

## Key Skills

### Adobe Creative Suite

After Effects

Dimension

Dreamweaver

Illustrator

InDesign

Lightroom

Photoshop

XD

### Professional Skills

Canva

Copywriting

Google Suite

Microsoft Powerpoint

Microsoft Word

Photography

Photo Editing

## Awards

### Art and Design

#### Scholarship Recipient

University of Dayton |  
2019 – 2023

#### “Stukent” National Case Study Competition

2nd Place in the Juried  
Marketing Competition | 2021

## Experience

### Graphic Designer | Casa Brava

Chicago, IL and Remote | August 2022 – Present

Crafted promotional materials for Casa Brava, including product labels, bespoke tissue paper, and packaging tailored to resonate with the preferences of their target market.

Developed comprehensive brand guidelines meticulously aligned with client preferences and brand vision, ensuring a cohesive and impactful brand identity.

Orchestrated successful product launches by coordinating printing, assisting with photography, contributing to brainstorming sessions for innovative products, and conducting market research through social media trends analysis.

### Graphic Designer | A Night For Beauty

Chicago, IL and Remote | October 2023 – November 2023

Led the rebranding of 'A Night for Beauty,' an event focused on enhancing the visibility of artisanal beauty brands, and boosting sales for each participating brand.

Played a pivotal role in transitioning 'A Night for Beauty' to an online format by spearheading the redesign of the website, orchestrating seamless connections to participating brands, and ensuring flawless shopping experiences for customers.

### Graphic Designer | Infant Welfare Society

Oak Park, IL | June – September 2021, May – December 2023

Generated and refreshed marketing materials such as logos, postcards, posters, signage, and event brochures, ensuring compelling visuals for clinic events like a golf outing, Holiday Housewalk, and the grand opening of the new clinic building.

Adjusted materials to match Infant Welfare Society's preferences, while upholding their branding guidelines and expanding upon pre-existing graphic elements.

### Graphic Designer | Rohner Press

Chicago, IL and Remote | May – August 2022, May – August 2023

Created an array of different dielines, designed promotional materials, business cards, and stationery, while gaining expertise in operating a laser cutting machine and crafting different kinds of prototypes for packaging design projects.

Acquired in-depth knowledge of diverse printing processes and mastered the art of customizing designs for optimal print production and how to prepare files for printing.

Revamped the company's online presence by photographing new printing projects, improving the website, establishing an organized Instagram posting schedule, showcasing projects with engaging posts, and crafting compelling copywriting.

## Achievements

### University of Dayton's Stander Symposium

Media Ethics Presentation, “Exploring the Ethics of Sharenting” | 2023

Received an invitation from Dr. Chad Painter, Chair of the University of Dayton Communications Department, to create a presentation on my media ethics case study about Sharenting, and also designed the poster.

“Scratch Disks are Full,” Design Portfolio Show | 2023

### Orpheus Magazine

Juried Publication | University of Dayton | 2022, 2023

### Horvath

Juried Exhibition | University of Dayton | 2022, 2023

### Rhythms of Containment

Senior Exhibition | University of Dayton | 2022