

betsy baird / **CREATIVE + ART DIRECTION**

I believe that a good idea is just the start. Thoughtful and intentional execution makes the difference between good design and design that truly inspires.

EXPERIENCE

2013 - Current

CREATIVE DIRECTOR + PRODUCT DESIGNER + OWNER

Sylvan Park Design, LLC : Brooklyn, NY

As Founder and Creative Director of a Brooklyn-based leather goods brand, I lead the visual, marketing, and product design efforts for the company. In addition to designing and developing the entire product line, I defined the voice, audience, and means in which to tell the brand story. I manage and execute all art direction, design, and production, including: photography, e-commerce design and development, social media, print design, and all B2B and consumer-facing physical assets including: packaging, marketing materials, and trade show displays.

www.shopsylvanpark.com

2002 - Current

FREELANCE ART DIRECTOR + DESIGNER + PROJECT MANAGER

B Plus B, LLC : Brooklyn, NY

As art director and graphic designer, I have created album packaging, branding identities, websites, and provided art direction and design for many major-label and independent album releases. I have developed marketing campaigns, directed and edited photoshoots, launched web and e-commerce sites, and designed marketing and branding collateral for a variety of musicians, small businesses, and corporate clients. Throughout all projects, I provided comprehensive project management and consultation to ensure timelines, production needs, and project budgets were met.

2004 - 2013

ARTIST MANAGER + MANAGER OF CREATIVE SERVICES & DESIGN

377 Management : Nashville, TN

As an artist manager, I managed the careers of major-label recording artists, which included team management, project management, client relations, troubleshooting/problem solving, scheduling, budget development and management, styling, event production, marketing, web/social media development and maintenance, and contract review.

As Manager of Creative Services, I oversaw marketing campaigns, art direction, and design for my client's album releases including their digital, physical, and interactive footprints. I served as primary designer for apparel lines, posters, marketing materials, and experiential design such as photo booths, festival scrim, and merchandise.

EDUCATION

BS Communication Studies
University of Texas at Austin
High Honors (2002)

Recent Continuing Education:
Rhode Island School of Design
3D Modeling With Rhino
(Fall 2020)

PORTFOLIO

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SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Acrobat)
Microsoft Office, G-Suite, E-Commerce/Web (Shopify, Squarespace), Rhino 6,
Salesforce / Branding Strategy / Art Direction / Digital, Print, Social Media, Identity,
and Packaging Design / Print Production Sourcing, Coordination, and Management /
Photo Editing, Retouching, and Shoot Production / Project and Team Management