

Britany Shannta Baker

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ABOUT ME

I'm a designer.

Whether it's targeted advertising, identity rebranding, or long-form editorial with illustrations, I believe all design is about communication. I work best in a deadline-driven environment with a team of creatives and a lot of autonomy. I am highly organized and detail-oriented. I'm an excellent leader. I collaborate well with writers and designers, operating from both sides of my brain. I am constantly learning.

And I'm an artist.

I have training in scenic arts and have worked for theater, film and corporate clients. In the fine art realm I've always maintained a studio practice. I exhibit regularly and I spend time with art wherever I go.

EDUCATION

Bachelor of Fine Arts

*Xavier University
Cincinnati, OH*

Major: Drawing
Minor: Painting

VOLUNTEER

Vice President

*Art Sanctuary
2012-present*

Instrumental in transitioning this arts non-profit 501(c)(3) into a brick-and-mortar makespace with art studios, galleries and event facilities. Reworked logo and identity. Responsible for around 30 studio artists, maintenance of website, assist in managing day-to-day operations and regular VP board duties.

RECENT EXPERIENCE

Art Director of Magazines

Red Pin Media | 2016-present

Churchill Downs Magazine (*biannual 2016-18*)
Modern Louisville (*bimonthly 2016-18*)
Voice of Louisville (*quarterly 2016-18, monthly 2019-present*)
Voice-Tribune (*weekly 2016-18, included full redesign*)
Louisville Visitor Guide (*annual 2019-present*)

Currently responsible for design of *Voice of Louisville* along with project management and design of official *Visitor Guide* for Louisville Tourism. I work with editors and writers to conceptualize stories and covers, art direct photo shoots, assist in managing and scheduling photographers, handle production involved in taking issues to press. Also responsible for marketing materials and advertising for print and web, internally and for clients.

Editorial Designer

Gannett Design Studio | 2011-16

Designed for features and non-daily team at the Louisville Regional Design Studio. Worked with team of designers for 23 newspapers, magazines and digital publications. Primary publications included *Asheville Scene* (*weekly tabloid, helped launch*) and *Lafayette Magazine* (*quarterly magazine, included full redesign*).

Creative Director/Production Manager

LEO Weekly | 2007-11

Oversaw design and production of all covers, editorial layouts, ads, illustrations and web graphics for Louisville's alt-weekly and various niche publications. Wrote and designed all marketing materials. Managed staff of three designers/production artists. Managed production calendar, budget, photographers and freelance illustrators. Redesigned website and publication, including identity and conversion to glossy.

Senior Graphic Designer

Courier Journal | 2004-07

Responsible for marketing the *Courier Journal* including concepts, design, copy writing and photo shoot direction for print, TV and radio advertising; direct mail; POP; outdoor; trade show/festival booths; media kits/sales tools; etc. Advertising design included ROP and spec for local and national accounts in *CJ*, *Velocity* (*weekly tabloid*) and various magazines. Handled proofreading for advertising publications, marketing pieces and communications.

Co-Owner

Olive Creative | 2001-present

Graphic design, illustration, scenic art and murals

Clients include Brown-Forman, Maker's Mark, CNN, NBC, WAVE 3 TV, FOX41, SouthComm Publishing, Louisville Ballet, Louisville Palace Theater, Kentucky Science Center, Kentucky Center for the Arts, Crescent Hill Books, KMAC Museum, Actors Theatre Humana Festival of New American Plays, Stage One, FAO Schwartz.