

# BRITANY SHANN TA BAKER

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## SUMMARY

I have worked extensively in scenic art for television, theater and commercial sets plus murals and fine art. My illustration portfolio contains drawing, painting and computer-generated pieces for use in print and television. I have over 25 years of experience in print design including advertising and editorial design for publications, marketing, corporate identity and POP. My video experience includes nearly six years in television creating still and animated graphics for local news, promotions and commercials.

## SOFTWARE

Mac OSX/PC: InDesign • Photoshop • Illustrator • QuarkXPress • Premiere • After Effects • MS Office • Smart Publisher • Managing Editor Ad Layout System • CCI/Newsgate • WordPress

## EXPERIENCE

### RED PIN MEDIA • ART DIRECTOR FOR MAGAZINES 2016-PRESENT

Art director and editorial designer for Churchill Downs Magazine (biannual), Modern Louisville (bimonthly), Voice of Louisville (quarterly) and Voice-Tribune (weekly, including full redesign). Work with editors to schedule and direct photo shoots. Responsible for marketing materials and ads for print and web.

### OLIVE CREATIVE • CO-OWNER 2001-PRESENT

Scenic art, illustration, graphic design, fine art, teaching and murals  
Clients have included: Louisville Ballet, Louisville Palace Theatre, Louisville Science Center, Cabbage Patch, Kentucky Center for the Arts, Brown-Forman, Maker's Mark, Barrettones, The Vimarc Group, The Courier-Journal, Crescent Hill Books, Kentucky Museum of Art and Craft, Actors Theatre Humana Festival of New American Plays, CNN, NBC, WAVE 3 TV, FOX41, Stage One, St. John Center, FAO Schwartz

### GANNETT DESIGN STUDIO • CONTENT COORDINATOR/EDITORIAL DESIGNER 2011-2016

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

### LEO WEEKLY • CREATIVE DIRECTOR/PRODUCTION MANAGER 2007-11

Oversaw design and production of all covers, editorial layouts, ads, illustrations, and web graphics for Louisville's altweekly 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.

### THE COURIER-JOURNAL • SENIOR GRAPHIC DESIGNER 2004-07

Marketing: concept, design, copy writing and photo shoot direction for print, tv and radio advertising; direct mail; POP; outdoor; trade show/festival booths; marketing/sales tools; etc.  
Advertising: ROP and spec design for local and national accounts in C-J, Velocity and various magazines  
Proofreading: all magazines and advertising publications, all marketing pieces and communications  
Clients included: Fashion Shop, Shaheen's, Home, Buck's, Dolfinger's, Stage One, Allstate Insurance, Kentucky Museum of Art and Craft, Meijer, Mees Stone & Tile, John-Kenyon Eye Center, Yudofsky Furriers

### THE PRODUCTION STUDIO • SCENIC CHARGE ARTIST/DESIGNER 2001

Sets, backdrops, displays and commercial and theatrical props  
Clients included: California State Fair, KFC, WHAS-TV, G.E., Kroger, Kentucky Derby Festival, Becker Group, Southeast Christian Church

### **FOX 41/UPN 58 • SENIOR GRAPHIC DESIGNER 2000**

Graphics: on-air news graphics for local FOX affiliate including shoulder boxes, lower thirds, fullscreens and feature logos along with print ads, promotional pieces, animations, storyboards, billboards and web graphics  
Package design: “Cards on FOX” on-air graphic look, University of Louisville sports graphics, promotions and print ads; “2000 Presidential Election” package including news graphics, animations and comparative charts, graphs and maps

### **WAVE 3 TV • GRAPHIC DESIGNER 1996-2000**

Graphics: on-air news graphics for local NBC affiliate including shoulder boxes, lower thirds, fullscreens and feature logos along with print ads, promotional pieces, animations, storyboards, billboards, web graphics, set design for in-studio sets as well as awards sets for Actors Theatre and The Louisville Palace

### **THE ALLEY THEATRE AND CAFE´ • SCENIC ARTIST/GRAPHIC DESIGNER 1995-96**

Graphics: logo and identity design, advertising, theatre posters, menus, flyers, editing, etc.  
Scenic art: design, construction and execution of sets and backdrops for in-house productions  
Gallery direction: press, contacts, reception arrangements and hanging of shows

### **ALPHABET CITY • GRAPHIC DESIGNER 1995-96**

Advertising: print advertising, business cards, point of purchase displays, brochures, catalogues, etc.  
Prepress: prepared submitted print files for press run  
Illustration: variety of media for clients including: Keller Furniture and Walnut Ridge

### **12<sup>TH</sup> STREET STUDIO (CINCINNATI, OH) • SCENIC ARTIST 1994**

Sets, backdrops, displays, and commercial and theatrical props  
Clients included: Carnival Cruise Lines, Chiquita, Proctor & Gamble, U.S. Shoe, PepsiCo Inc., B & B Riverboats, Cincinnati Zoo, King’s Island, Johnny Cash, Ensemble Theater of Cincinnati

### **THE COBB GROUP • PRODUCTION ARTIST 1992-94**

Page Design: layout and typesetting of eight international monthly computer software journals

### **STORER CABLE • FREELANCE GRAPHIC DESIGNER 1992**

Television package design: “On The Wild Side” children’s tv series on-air graphic look, lower-1/3 illustrations  
Commercial production: video graphic elements (2D and 3D)  
AdVantage 6 Channel: full screen advertising integrating still photography, CG and two channel audio editing including a weekly real estate series

## **EDUCATION**

### **XAVIER UNIVERSITY, CINCINNATI, OH (1987-91)**

Graduated with a Bachelor of Fine Arts, on full scholarship. Major: drawing, Minor: painting

## **VOLUNTEER**

### **ART SANCTUARY • VICE PRESIDENT 2012-PRESENT**

Instrumental in transitioning the non-profit into a brick-and-mortar makespace with art studios, galleries and event space. Reworked logo and identity. Responsible for around 30 studio artists, maintenance of website, help in managing day-to-day operations and regular VP board duties.