



**TRICIA R BAUGHER**

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*A graphic designer with a passion for typography, print, web and apparel design; Baugher thrives for a fast-paced working environment within the motorsports/action sports industry.*

## **DESIGN EXPERIENCE**

### **Graphic Designer – Turn5, Inc.**

Summer 2012 – Present: Malvern, PA  
americanmuscle.com & extremeterrain.com

- » Designing, managing & updating responsive websites while collaborating with the e-commerce team & executives to create brand sites that increase brand recognition with enriching interactive content
- » Lead designer for developing & designing an apparel brand for ExtremeTerrain.com including women’s & men’s t-shirts, sweatshirts, hats & beanies
- » Conceptualizing, designing & updating seasonal print catalogs for AmericanMuscle.com & ExtremeTerrain.com
- » Designing various marketing graphics, web banners, email newsletters, logos, merchandise, event promotional materials, etc., from conception to completion for the aftermarket automotive industry
- » Mastering time & personal project management in a high-volume, fast-paced working environment

### **Graphics Design Intern – Baltimore Grand Prix (BGP)**

Summer 2011: Baltimore, MD

- » Collaborated with the marketing team in a fast-paced workplace to advertise & promote the Inaugural 2011 BGP
- » Designed promotional materials that include a trailer wrap to market the race weekend; an aerial sky banner that flew over the Ocean City, MD area; charity ball tickets; armed forces flyers & vouchers; print & web banner ads
- » Finalizing designed advertisements with print vendors

### **Co-Founder, Designer – Throttle Down Speed Co.**

Summer 2013 – Present: Greater Philadelphia Area  
throttledownsppedco.com

- » Co-Founder of Throttle Down Speed Co., a brand developed to embrace the vintage motorcycle & vintage automotive culture
- » Responsible for all things creative with the brand including logo development, apparel design, packaging design, custom painting, directing photo shoots & co-managing social media accounts
- » This is a side business that is an additional creative outlet for my passion for motorsports industry & culture

### **Designer & Volunteer – Aid to Injured Riders (AIR)**

Fall 2014 – Present: Various Locations

- » Designing various materials for this non-profit organization that raises money for professional riders that are injured at AMA Pro Flat Track events
- » Volunteering at fundraising events & promoting AIR

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

### **Work-Study Administrative Assistant – Joseph Meyerhoff Center for Career Development**

Fall 2009 – May 2012: Baltimore, MD

- » Serviced students, alumni, faculty & parents with department information, events & workshops as well as assisting in the organization & setup of career events
- » Compiled & cataloged internship, job, grant & residency data for students & alumni

## **TECHNOLOGY PROFICIENCIES**

### **ADVANCED**

PC & Mac OS X Platforms  
Adobe Suite CC: InDesign, Photoshop, Illustrator, Acrobat, InCopy, Typekit  
Microsoft Office Suite: Word, PowerPoint, Excel  
Social Media Applications  
Smartsheet, Google Drive

### **BASIC**

Adobe Suite CC: Bridge, Lightroom, Edge Code  
KeyShot 3-D Rendering  
Web Development: HTML, CSS

## **EDUCATION**

### **Maryland Institute College of Art (MICA) – Baltimore, MD**

May 2012: Bachelor’s of Fine Art (BFA)

Interaction Design & Art (IDA) Major  
Graphic Design Concentration

- » Graduated Magna Cum Laude: 3.785/4.0
- » Sydney Lake/Alumni Leadership Nominee