



TRICIA R BAUGHER

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DESIGN EXPERIENCE

Senior Graphic Designer – Turn5, Inc.

Fall 2016 – Present: Paoli, PA

AmericanMuscle.com & AmericanTrucks.com & ExtremeTerrain.com

Catalog Production & Management Lead

- » Overseeing the production timeline; sending weekly updates to Creative, Marketing, Merchandising & Copy departments & ensures dynamic deadlines are met by all departments
- » Collaborating with Merchandising Managers, Marketing Managers, the Art Director & the Creative Coordinator to organize catalog pagination throughout the year
- » Proof & submit final print files to press

Promotional Campaign Concepting & Design

- » Designing promotional/marketing campaigns & projects with overlapping deadlines in a fast-paced environment from concept to completion
- » Executing multi-version email, on-site & social graphics via Photoshop composites, 3D rendering & stock imagery

Brand Management

- » Develop & maintain the internal online brand style guide that includes logos, logo usage, color palettes, typography & various design application rules
- » Enforce style guide rules for three retail brands & 10+ house brands to guarantee brand consistency

Event Signage

- » Developing smart design solutions for AmericanMuscle's annual Mustang show & Turn5's various internal events while considering budget restrictions
- » Designs include way finding signage, event programs, event & staff t-shirts, a-frames, flyers, etc.
- » Communicating & collaborating with in-house & external vendors to submit finalized designs for print

Graphic Designer – Turn5, Inc.

Summer 2012 – Fall 2016: Malvern, PA

- » Designed, managed & updated responsive websites including Turn5.com and five house brand sites
- » Developed & designed an apparel brand for ExtremeTerrain.com including t-shirts, sweatshirts & hats
- » Designed various marketing graphics, web banners, email newsletters, logos, merchandise, event promotional materials, etc., from conception to completion

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; armed forces flyers & vouchers; print & web banner ads
- » Finalizing designed advertisements with print vendors

ADDITIONAL PROFESSIONAL EXPERIENCE

Designer & Volunteer – Aid to Injured Riders (AIR)

Fall 2014 – Fall 2018: Various Locations

- » Designing various flyers, banners, autograph sheets, Snapchat filters & promotional materials for AIR that raises money for professional riders that are injured at American Flat Track motorcycle races
- » Volunteering at fundraising events including autograph sessions & silent auctions

TECHNOLOGY PROFICIENCIES

ADVANCED

PC & Mac OS X Platforms

Adobe Suite CC: Photoshop, InDesign, Illustrator, Acrobat, Lightroom, Bridge, Typekit

Microsoft Office Suite: Word, PowerPoint, Excel

Smartsheet, Google Drive

Zmags Creator

ADDITIONAL

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