



Elizabeth Baizer Raines
Graphic Design

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BACKGROUND

A multidisciplinary, hands-on creative director with experience creating digital and traditional media for hospitality, beauty, fashion, retail, and the arts. Managed and completed projects for high-profile companies and world-class institutions, such as 10 boutique hotels in Northern California, Sephora, Neiman Marcus, and multiple art & science institutions in Dallas, TX, including Dallas Museum of Art and the Perot Museum of Nature and Science.

METHODOLOGY

Approaches each assignment with integrity, beginning with understanding client objectives to finishing with careful attention to detail. Follows projects through with knowledge, intuition, and versatile style, achieving expressive, cost-effective, time-managed results.

EDUCATION

BFA in graphic design, BGD (Bachelor of Graphic Design) from Rhode Island School of Design, MFA credits with Yale's Summer Program in Brissago, Switzerland (studied directly with design masters Paul Rand, Armin Hofmann, and Wolfgang Weingart).

ACHIEVEMENTS

Gold award for outstanding merchandising, Globalshop

Honored by American Society of Landscape Architects

Awards for excellence in publication and media design, Texas Association of Museums and the American Association of Museums

Twice awarded for excellence, Dallas Society of Visual Communications

Print Magazine, Regional Design Annual

QUALIFICATIONS

EBR Graphic Design, Creative Director, Graphic Designer

1/07–present Macro-to-micro creative direction and design. Work includes: Indian Springs Calistoga website creative direction, Bernardus Lodge & Spa advertising, Mary Kay global branding development and packaging, The Perot Museum of Nature and Science wayfinding, 2013 JFK commemorative piece (Dealey Plaza), Trinity River Corridor (logo, identity, and wayfinding/signage plan).

Woodside Hotel Group, Creative Director

8/17–10/18 Working directly with executive leadership, hotel management, and creative teams, owning the design process and innovating our design theory and best practices. Accountable for establishing and maintaining quality design standards across all media through to brand books. Playing a crucial part in overall product delivery alongside technology and QA teammates. Resourcing design to ensure project deadlines and budgets are met. Managing and directing the bandwidth and deliverables.

Sephora/LVMH, Art Director 11/14–8/16

Photo art direction and design for campaigns including projects for Sephora's collaboration with Disney's Minnie Mouse and *Play! by Sephora*. Established a brand look for wayfinding across the board, for 320 stores. Created new ways to seamlessly translate imagery between visual merchandising and digital.

Neiman Marcus, Graphic Designer 9/11–6/13

Upscale design, including: national magazine and newspaper ads, printed brochures, event invitations, *The Book* inserts, large-scale wallscapes, in-store signage.

Wisteria, Manager of Graphic Design 12/09–4/11

Development and articulation of brand across ecommerce, email campaigns, catalog, architectural signage.

Skyymedia, Senior Designer 6/06–1/07

Website design, logos, brochures. Clients: National Breast Cancer Foundation, Diamond Doctor, and SoCo Urban lofts.

Dallas Museum of Art, Senior Designer 6/01–6/06

Acted as creative director during rebranding and 100-year celebration. Restructured the process for better functionality.