

ELIZABETH BAIR

Designer

epbair@umich.edu | elizabair.com | 703.304.8431

EDUCATION

University of Michigan

BFA Art & Design
Specializing in the Graphic Design Track
Minor in Entrepreneurship
2020-2024
Ann Arbor, Michigan

DIS Copenhagen

Graphic Design Core Course
Danish Design, Photography,
Anthropology Of Food
Jan - May 2023

Course Highlights

Integrated Product Design
Publication Design, Interaction Design
Advanced Typography, Senior Studio
Building Web Interfaces
Intro to Animation, Retail Marketing
Entrepreneurial Creativity

Current GPA: 3.85

SKILLS

Proficient in Adobe Photoshop,
Lightroom, Illustrator, After Effects,
InDesign, Premiere, XD, and Figma.
Basic Knowledge in HTML/CSS.

AWARDS & HONORS

Deans List

7 Terms (2020-2024)

University Honors

8 Terms (2020-2024)

James B. Angel Scholar

(Winter 2022, Fall 2023)

INVOLVEMENT

Alpha Theta Delta Multidisciplinary Design Fraternity

Alpha Class Member, 2021- Present

Achieved optimal levels of personal performance
by helping build the foundation of Michigan's
first design fraternity, voicing new ideas and solving
challenges to improve the future of the club

EXPERIENCE

Blackbird.AI | Design Intern

New York, NY | June - August 2023

- Conducted logo explorations to potentially update Blackbird.AI's brand identity and better convey their mission to users, and thus increasing brand trust and brand awareness
- Refreshed current company imagery and created visual metaphors for how conversations and narratives spread across the Internet, across platforms and social groups, spreading into news and the real world
- Generated new ideas for key parts of the Blackbird.AI website, communicating their story more effectively

Bond and Grace | Design Intern

Washington D.C. | May - August 2022

- Demonstrated creative strength and promoted a flow of ideas when designing digital strategies to connect consumers with Bond and Graces' artistic partners including a "Behind the Scenes " experience
- Excelled in developing artistic skills to the highest potential with the creation of visual assets for social media and other print campaigns while managing asset development for brand and marketing needs
- Managed the e-commerce art fulfillment process

Scorekeepers Bar and Grill | Freelance Designer

Ann Arbor, MI | August - December 2022

- Explored new paths, procedures and approaches by collaborating with a team of designers to establish new ideas to further the artistic nature of the company
- Productively and positively created designs in Adobe Illustrator that met the needs of the creators of the company, ensuring that every design was innovative, original, and adaptable to apparel design
- Displayed industriousness, conscientiousness and diligence when working closely with the companies' founder to establish a timeline for the designs and launch of the new products on the companies website

BonBon Cocktails | Freelance Designer

Ann Arbor, MI | February - April 2022

- Achieve optimal levels of personal performance and accomplishment by helping with the content creation and development of the brand in order to create a cohesive and sleek look for the companies' product
- Demonstrated good judgment and communicated confidently with the founder to produce new design ideas that would work best for the target audience, and executed a design thinking and research process
- Defined the tone and voice of the company's product by drafting numerous designs in Adobe Photoshop, using typography and color theory to generate young, fresh, and welcoming final product

Stamps School of Art and Design | Peer Advisor

Ann Arbor, MI | Jan 2021- December 2023

- Maximized personal and academic strengths by participating in a mentor-mentee program to help younger students in Art and Design learn about professional and career development