EMILY BARO

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EDUCATION

Parsons School of Design
August 2016 – May 2020
Bachelor of Fine Arts
Communication Design
GPA – 3.96
Summa Cum Laude

New World School of the Arts
2012 – 2016

SKILLS

Sketch App
Cinema 4D
Adobe Creative Suite
InDesign
Photoshop
Illustrator

PERSONAL ATTRIBUTES

- Excellent verbal and written communication skills
- Strong, reliable work ethic
- Well organized

LANGUAGES

Fluent in:
English
Swedish
Spanish

EXPERIENCE

Graphic Design Fellow at Knightsbridge Park
June 2020 – Present

- Developed concepts, graphics, layouts, and designs of internal marketing materials, such as pitch decks, email newsletters, and sales sheets
- Conceptualized and created website layouts and UX design for various projects and hospitality-driven company launches hospitality clients such as ARO NYC, Missoni Baia, and the Woolworth Towers.
- Designed compelling creative assets that reflect the clients' brand identities across social media platforms, such as Facebook and Instagram

Intern at Goldfish Design Group, LLC, Miami
2017 – Present

- Conceptualized, developed and finalized multiple company logotypes such as those of Away From Home Post Production and Inlanta Mortgage
- Created website layouts and UX design to modernize and facilitate navigation
- Designed marketing materials such as brochures, signage, and entrance booths for various clients including Rekon Technologies and Evolve Mortgage Services

Collaborator in Dolce & Gabbana Storefront Design
2019

- Conceptualized design with a focus on blending French culture and iconography with Dolce & Gabbana's brand identity
- Presented and received feedback from the Creative Director of Design at Dolce & Gabbana
- Collaborated with Chelsfield, the construction team to test designs logistically
- Worked under a short four week deadline with little turnover

FREELANCE WORK

Persephone Social
2020

- Coordinated social media accounts in the luxury hospitality space for leading industry brands including Fairmont and Viceroy
- Created content that reflected upon and elevated client's visual identities including Instagram story graphics, copywrite, and in-feed layouts

Dynamic Strength Pilates Studio
2018

- Designed website and developed brand identity
- Worked directly with client and print shop to design and produce banners and signage that promoted the studio

VOLUNTEER

Production Assistant on Taylor Swift's "End Game" video
2018

- Aided art directing team in preparing set for filming

Assistant Instructor Art Basel Mobile Print Power
2016

- Mobile print shop served throughout Miami's Art Basel week which demonstrated and taught the process of silkscreen printmaking