

# Alicia Baker

## experience



### MaryJanesFarm, Moscow, ID (2011–2012)

Graphic Designer/Digital Imaging Specialist (full time)

- Book design
- Photographed food and products for bi-monthly magazine and blog, photo retouching and manipulation
- Designed monthly newsletter (between 40–50 pages)
- Fabric and decorative pillow design

### Sodexo at University of Idaho, Moscow, ID (2009–2011)

Graphic Designer/Marketing Assistant, Campus Dining (full time)

- Conceptualized and created print and digital media across numerous channels
- Innovated web site purpose and engagement, maintained web and social media presence
- Assisted with planning events and campaigns
- Photographed events and food for campaigns, photo retouching and manipulation
- Worked with other University departments to develop marketing materials

### Washington State University, Pullman, WA (2008–2009)

Instructional Technology Assistant, Distance Degree Programs (part time)

- Prepared and updated online course content
- Assisted Instructional Designers with researching emerging technologies

### Allegra Print & Imaging, Pullman, WA (2006–2008)

Store Manager/Graphic Designer (full time)

- Independently managed print shop daily
- Designed a wide variety of projects for clients, designed and produced signs and banners

### Moscow-Pullman Daily News, Moscow, ID (2006–2007)

Graphic Designer (full time)

- Designed ads for daily newspaper, web site and supplemental publications
- Designed covers for supplemental publications
- Troubleshooted problem ads (color correction, size changes, font problems)
- Designed and coordinated the production of the Whitman County Parade of Homes monthly publication

### Insty-Prints, Moscow, ID (2005)

Prepress Specialist/Graphic Designer (part time)

- Designed various projects for clients
- Set up files and output plates for printing press

## freelance

### Freelance Design Work (2005–present)

#### Palouse Earth Day Association, Pullman, WA (June–August 2009)

- Assisted in development and designed “Living Green on the Palouse” directory (40 pages)

Other freelance projects include: developing and creating branding, marketing collateral and web site design for local companies.

## computer experience

### Graphic Design:

Adobe CS-CS5.5:

Acrobat  
Illustrator  
InDesign  
Photoshop

### Web Design:

Adobe CS3:  
Dreamweaver  
Fireworks  
Flash

Microsoft Expressions

Sitecore  
CSS  
XHTML

## education

Bachelor of Arts in Art, May 2005, Concentration: Graphic Design • University of Idaho

Web Design Foundation Certificate, October 2009 • Sessions College for Professional Design