

# 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*  
*After Effects*

## PERSONAL ATTRIBUTES

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

## LANGUAGES

Fluent in:  
English  
Swedish  
Spanish

## EXPERIENCE

### Junior Graphic Designer at Persephone Social

August 2020–Present

- 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

### Graphic Design Fellow at Knightsbridge Park

2020

- Designed compelling creative assets for industry leading names such as ARO NYC, Missoni Baia, and the Woolworth Towers that reflected the clients' brand identities across social media platforms
- 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

### Graphic Design Intern at Goldfish Design Group

May 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

## FREELANCE WORK

### 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

### 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