



[info@haribaumbach.com](mailto:info@haribaumbach.com)

[LinkedIn](#) | [Website](#) | [Portfolio](#)

## RESEARCH INTERESTS

The design process, life-centered design, trauma-informed design, humane technology, user experience design, music, brand identity, brand strategy, design systems, visual design, and design education.

## EDUCATION

*Bachelor of Arts in Graphic Design (Music minor)*

Fort Lewis College, 2014

**3.98 GPA**, *summa cum laude*

## ACADEMIC AWARDS & ACCOMPLISHMENTS

- › On the Dean's List all 4 years
- › Selected as Student Marshall for the graduating class
- › Inducted into Phi Kappa Phi
- › Recipient of multiple merit scholarships
- › Excellence in Art History Award
- › Freshman Music Theory Award
- › French Award

## ACADEMIC RESEARCH & PRESENTATIONS

Web Design and the Creative Process

Fort Lewis College, 2014

Selected to present at the Undergraduate Research Symposium at Fort Lewis College on the creative process through the lens of web design.

*Surveying Sustainability Ethics in Graphic Design Education*

Fort Lewis College, 2013

Research conducted during my undergraduate studies at Fort Lewis College to examine undergraduate graphic design programs across the USA to find out if practices of sustainability and ethics have been integrated into their curricula. Research for this project was carried out by collecting data from a random sample of undergraduate graphic design programs. Quantitative data was gathered by researching program websites and course catalogs, and, in addition, institutional staff was contacted directly and invited to participate in a survey to

## SKILLS

### Design & Visual

- › Brand Identity | Strategy | Systems
- › Graphic Design | Campaign | Print
- › Art Direction | Design Strategy
- › Web Design | UI | Visual Design
- › UX Design | User-Centered Design | Human-Centered Design
- › Photography
- › Video Editing | Basic Motion Graphics
- › Project Management

### Programming & Development

- › HTML & CSS
- › Basic PHP & Javascript
- › Front-End Web Development
- › Scrum | Agile Methodologies

### Music

- › Experienced choral singer
- › Experimental vocal improvisation
- › Circle Singing
- › Basic piano and guitar skills

### Language

- › Native/ Bilingual English
- › Native/ Bilingual Portuguese
- › Fluent Spanish
- › Elementary French
- › Translation & Interpretation

## CERTIFICATIONS

### Trauma-Informed Care

Indiana University (Expected early 2023)

gather qualitative data. The research found that a majority of institutions (70%) are not including social or environmental responsibility topics in their programs, but it also found that even in those not integrating them, there is an increasing understanding of the importance to do so.

## PROFESSIONAL EXPERIENCE

### *Founder, Creative Director & Principal Strategist*

Essencify Design (Boulder, CO) AUGUST 2022 – PRESENT

Provided purpose-driven businesses with strategy-focused design services, including brand strategy, brand identity design, and web design.

### *Senior Designer*

Freelance (Boulder, CO) AUGUST 2021 – PRESENT

Worked independently on a variety of design projects and industries.

### *Art Director & Lead Designer*

PowerUp Productions (Boulder, CO) AUGUST 2014 – AUGUST 2021

Developed effective design solutions from concept to execution for a diverse client list of small businesses resulting in high-quality deliverables in a variety of mediums, including digital (logos, branding, websites, social media, apps, landing pages, email), print (stationery, flyers, publications, posters), and video (editing, motion graphics).

### *Student Orientation Leader*

Fort Lewis College (Durango, CO) AUGUST 2011 – AUGUST 2012

Was recruited and selected to become an orientation leader. Helped to welcome and orient over 1,000 new students and more than 500 family members during two fall & one winter orientations.

### *Media & Communications Coordinator/ Team Staff*

FLC Environmental Center (Durango, CO) AUGUST 2010 – MAY 2014

Managed the brand identity assets and designed all digital and print collateral needed for the organization's marketing efforts. Managed and trained a team of work-study and volunteer staff. Created the branding and graphic design assets for several successful fundraising events and programs. Worked on many campus successful sustainability efforts, including starting the first Campus Sustainability Summit at Fort Lewis College in 2014.

## Foundations of Humane Technology

Center for Humane Technology  
(Expected early 2023)

## Leadership, Management & DesignOps

AIGA (2022)

## UX Design

HECMontrealX (2022)

## Visual Design

General Assembly (2022)

## Scrum Master Certification

Scrum Alliance (2022)

## Web Design

Senac (2005)

## TOOLS & PROFICIENCIES

- Adobe Creative Suite
- Adobe XD | Figma | Sketch
- Google Workspace | Notion | Obsidian | Microsoft Office
- Invision | Mural | Miro
- Powerpoint | Keynote
- Webflow | Wordpress | VS Code

## *Marketing Consultant, Designer, Event Coordinator, & Yoga Instructor*

Prana Prana (São Paulo, Brazil)

AUGUST 2007 – JANUARY 2010

Directed the re-branding of the nonprofit organization, which resulted in increased revenue. Helped to expand customer base and increase customer access to their services and programs. Created, developed, and directed several successful programs, events, and retreats. Led chanting groups.

## *Marketing Intern*

Boston Language Institute (Boston, MA)

MAY 2001 – AUGUST 2001

Updated customer databases and performed other office-related tasks for the marketing department during a summer internship.

## *Translator & Interpreter*

Freelance (Brazil, Mexico, USA)

APRIL 2001 – JANUARY 2010

Translated and interpreted between English, Portuguese, and Spanish. Experience with the translation of technical product manuals and with technical medical translation. Additional experience with consecutive interpretation (lectures and workshops).

## **VOLUNTEER EXPERIENCE**

### *Chapter Co-Leader*

Climate Designers (Boulder, CO)

JUNE 2022 – present

Supported designers and design-adjacent individuals in taking climate action in the Front Range of Colorado.

### *Volunteer Organizer*

BoulderNet (Boulder, CO)

DEC 2021 – present

Supported community members during career transitions.

### *Board Member & Marketing Committee Member*

Cantabile Singers (Boulder, CO)

MAY 2017 – present

Served on the marketing committee and co-led a process for the development of a marketing strategy and a mission-focused rebranding for the organization.

## *Volunteer & Board Member*

Edgestrider Academy (Boulder, CO)

JAN 2016 – present

Served as an advocate for the organization and provided support on a number of operational activities. Co-developed and executed fundraising events and activities.

## *Board Chair & Board Member*

FLC Environmental Center (Durango, CO)

AUGUST 2011 – MAY 2014

Helped to double attendance and exceed fundraising targets at the organization's main fundraising event. Served as chair for one year and was responsible for preparing meeting agendas, facilitating meetings through a consensus process, and acting as the main contact for the board. Served on recruitment and fundraising committees.

## **MUSIC & PERFORMANCE**

### *Choral Singer (Soprano and Alto)*

Cantabile Singers (Boulder, CO)

AUGUST 2015 – present

Performed a wide repertoire of music, from ancient to contemporary, including classical, jazz, gospel, and folk music from many cultures.

University of Colorado (Boulder, CO)

JUNE 2017 – SEPT 2018

Performed with the Summer Lab Choir for two summers and joined the Women's Chorus for a performance of Holst's Planets with the Boulder Phil.

Fort Lewis College (Durango, CO)

AUGUST 2010 – MAY 2014

Performed a wide repertoire with the Concert Choir, and the select auditioned Chamber Choir and Women's Choir. Toured Italy, Austria, and Germany.

### *Actor, Vocalist*

Mistresses: The Play (Virtual)

AUGUST 2021

Performed the monologue of "Luci Mercer" for Colorado's virtual production of "Mistresses: The Play."

Fort Lewis College (Durango, CO)

APRIL 2013

Selected for the role of "Gloria" in the musical production of Richard Morris & Dick Scanlan's *Thoroughly Modern Millie*.

## *Vocalist, Mezzo-Soprano*

Fort Lewis College (Durango, CO)

AUGUST 2010 – MAY 2014

Performed a wide repertoire of vocal music including Italian, English, and French Art Songs, German Lieder, Arias, Sacred works, Jazz standards, and Musical Theater.