

WORK EXPERIENCE

Senior Designer & Art Director

Freelance / Boulder, CO

August 2021 – present

- ✓ Consulted directly with clients on determining the best design solutions for their needs and developed successful and lasting relationships with them.
- ✓ Effectively collaborated with cross-functional teams and managed projects of varied scales for diverse industries and purposes.
- ✓ Developed and presented design solutions that successfully met business and branding goals.

Lead Designer & Art Director

PowerUp Productions / Boulder, CO

August 2014 – August 2021

- ✓ Independently created design solutions, from concept to execution, exceeding business and branding goals.
- ✓ Presented design concepts, solutions, and led design discussions for a wide variety of audiences and stakeholders.
- ✓ Collaborated and managed projects with a team of professionals in diverse roles and backgrounds.
- ✓ Successfully managed multiple simultaneous projects, maintaining attention to detail, and adapting to changing requirements while exceeding delivery expectations.
- ✓ Created high-quality deliverables in a variety of mediums, including digital (websites, social media, apps, landing pages, email), print (stationery, flyers, publications, posters), and video (editing, motion graphics).
- ✓ Co-developed a discovery process for new projects that could be efficiently tailored to the different scopes and budgets of prospective clients which resulted in increased revenue for the company.

Media & Communications Coordinator

The Environmental Center at FLC / Durango, CO

August 2010 – May 2014

- ✓ Managed communications and marketing outlets such as social media, online calendars, website, and blog for the nonprofit organization.
- ✓ Audited, reorganized, and redesigned the information architecture of the website utilizing web strategies to increase traffic and effectiveness in delivery of information.
- ✓ Managed the brand identity assets and designed all digital and print collateral for organization.
- ✓ Managed and trained staff.

www.haribaumbach.com
www.linkedin.com/in/haribaumbach
www.instagram.com/hari.baumbach
info@haribaumbach.com
(970) 403.5452

EDUCATION

BA in Graphic Design

Fort Lewis College / Durango, CO

2010 – 2014

summa cum laude

CERTIFICATIONS

AIGA Leadership, Management & DesignOps

HECMontrealX UX Design

General Assembly Visual Design

Scrum Alliance Scrum Master

SENAC Web Design

TOOLS

- ✓ Adobe Photoshop | Adobe Lightroom
- ✓ Adobe Illustrator | Adobe InDesign
- ✓ Adobe XD | Figma | Sketch | Invision
- ✓ Notion | Mural | Miro | Obsidian
- ✓ Google Slides | Keynote | Canva
- ✓ Adobe Premiere | After Effects
- ✓ Webflow | Wordpress | VS Code

SKILLS

- ✓ Brand Identity | Strategy | Systems
- ✓ Graphic Design | Campaign | Print
- ✓ Art Direction | Design Strategy
- ✓ Web Design | UI Design | Visual Design
- ✓ UX Design | Human-Centered Design
- ✓ HTML & CSS | Front-End Development
- ✓ Project Management
- ✓ Scrum | Agile Methodologies
- ✓ Video Editing | Basic Motion Graphics
- ✓ Photography
- ✓ Portuguese | Spanish

VOLUNTEER EXPERIENCE

2022 – **Climate Designers Chapter Co-Leader**

2022 – **BoulderNet Volunteer Facilitator**

2016 – **Cantabile Singer & Board Member**
2022

2016 – **Edgestrider Academy Board Member**

2010 – **Fort Lewis College Environmental Center**
2014 **Volunteer, Board Member & Board Chair**