

# Farrah Baird

Senior Web Designer / Account Manager / Copyeditor

## professional objective

To provide excellence in all work product, to exceed my internal and external client expectations, and to deliver results by aligning customer objectives and industry best-practices.

## professional history, corporate

### Senior Designer, Blast Internet Services ..... Apr 2002 - Sep 2005

- Designed and constructed websites including incorporating graphic user interface (GUI) for a variety of markets, using my knowledge of layout principles, aesthetic design concepts, HTML, and usability concepts.
- Maintained and provided ongoing design of websites, promos, ad banners, seasonal content specials, HTML emails, etc.
- Designed print collateral and corporate branding for select clients.
- Relied on my own experience and judgement to plan and accomplish goals with a wide degree of creativity and latitude.
- Participated in and led team critiques and brainstorming sessions.

### Account Manager, Blast ..... Apr 2002 - Sep 2005

- Served as main contact for clients, including top clients, and provided exceptional customer service.
- Organized, coordinated, and monitored the progress of projects, including setting timelines and assigning tasks to team members.
- Created spreadsheets using company time logs, with which I then billed clients.

### Copyeditor, Blast ..... Jan 2000 - Sep 2005

- Proofread and edited all client work before sending to the client for review.
- Proofread and edited all internal documents including proposals, contracts, marketing materials, etc.

### Designer/Production Specialist, Blast ..... Jan 2000 - Mar 2002

- Constructed websites for a variety of markets, using my knowledge of layout principles, HTML, and usability concepts.
- Maintained websites and provided ongoing design of promos, ad banners, seasonal content specials, HTML emails, etc.
- Shared design responsibilities for client mockups, print collateral and corporate branding.
- Participated in team critiques and brainstorming sessions.

### Design/Production Intern, Blast ..... Nov 1999 - Dec 1999

- Achieved proficiency equal to that of my full-time peers in a number of applications in which I was previously unfamiliar.
- Maintained websites and provided ongoing design of ad banners and seasonal content specials.
- Participated in team critiques and brainstorming sessions.

## contact

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## skills

Adobe Photoshop/ImageReady  
Adobe Illustrator  
Adobe GoLive  
Adobe Acrobat  
Adobe InDesign  
Macromedia Dreamweaver  
BEdit  
Microsoft Office  
HTML  
XHTML  
Javascript  
CSS  
Project Management  
Account Management  
Effective Interpersonal Skills  
Strong Work Ethic

## education

North Carolina State University  
Bachelor of Arts in English:  
Language, Writing, and Editing  
Concentration: Information Design

## references

Available upon request.

# Farrah Baird

Senior Web Designer / Account Manager / Copyeditor

## professional history, entrepreneurial

### Freelancer ..... Jan 2000 - Present

- Maintain a loyal client base in a variety of markets.
- Perform all business functions: sole contact, project manager, designer, developer, accounts receivable, etc.
- Design and construct websites including incorporating graphic user interface (GUI) for a variety of markets, using my knowledge of layout principles, aesthetic design concepts, HTML, and usability concepts.
- Maintain and provide ongoing design of websites, promos, ad banners, seasonal content specials, HTML emails, etc.
- Rely on my own experience and judgement to plan and accomplish goals.
- Organize projects, set timelines, and update clients on the progress of projects.
- Lead clients in web-building process to make better decisions about their sites.

### Principal, DigitalSplash Design Group ..... Jan 2003 - Jan 2005

- Designed and constructed websites including incorporating graphic user interface (GUI) for a variety of markets, using my knowledge of layout principles, aesthetic design concepts, HTML, and usability concepts.
- Maintained and provided ongoing design of websites, promos, ad banners, seasonal content specials, HTML emails, etc.
- Relied on my own experience and judgement to plan and accomplish goals.
- Participated in and led team critiques and client brainstorming sessions.
- Acted as sole contact for my client base.
- Led clients in determining site goals and setting deadlines.
- Managed everyday business operations, including billing clients for work completed.

### Co-founder, DigitalSplash Design Group ..... Jan 2003 - Jan 2005

- Worked with legal and accounting channels to charter the business, establish corporate structure, and prepare for proper tax withholding and filing.
- Worked with second principal to design, develop, and deploy daily operations plan, business processes, corporate identity, and all supporting collateral (web, print).
- Developed client base of loyal customers ranging from non-profits to IT training companies.