

# Bari\*E.Elli\*ot

Graphic Designer, Art Director, & Illustrator.

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in [linkedin.com/in/barieliott](https://www.linkedin.com/in/barieliott) 📍 Miami, FL\* Open to Relocation

## Experience

**Carnival Corp, Miami, FL** Visual Designer  
November 2025 – Present

- Develop retail merchandise concepts for onboard and shoreside destinations from ideation through production.
- Design CRM campaign assets across homepage, email, social, and paid search.
- Produce new logo systems and brand builds for onboard venues and destination experiences.
- Create print collateral for Entertainment and Youth programming initiatives.

**Carnival Cruise Line, Miami, FL** Creative Design Intern  
May 2025 – November 2025

- Conceptualized destination retail merchandise and designed CRM and Entertainment assets across print and digital channels.

**Airline Tariff Publishing Company, Herndon, VA** Graphic Design Marketing Intern  
August 2024 – May 2025

- Designed marketing materials and presentations aligned with brand identity for conferences such as Focus Summit 2024 and Elevate 2025.
- Created dynamic social media content, including motion graphics and video-based content, to boost brand storytelling.
- Edited videos and photos to refine promotional assets for campaigns.

**The Agency at UF, Gainesville, FL** Graphic Designer  
October 2023 – May 2025

- Led the design of a 10-year anniversary crewneck and editorial photobook.
- Redesigned Brechner Center's Sunshine Week website and social media using UX/UI principles to improve accessibility and engagement.
- Collaborated to develop a DEI campaign that fostered a sense of belonging through non-representational design, using quilts as a metaphor for unity.

**Acuity Brands, Atlanta, GA** Graphic Design Intern  
May 2024 – August 2024

- Aided in developing a sub-brand for EarthLIGHT's fiscal environmental report, refining fonts, colors, and icons for cohesive branding to be applied to report cover and hundreds of layouts.
- Provided ideation support for the Iota logo redesign, collaborating with senior and contract designers to refine design direction and execution.
- Created several motion-based website banners and paid-ads using Creatopy.

**Innovatus LLC, Chapel Hill, NC** Creative Director  
July 2023 – August 2024

- Led branding efforts as creative director, overseeing the development of four cohesive brand identities.
- Improved company website/social visuals and SEO performance through Yoast SEO and Elementor optimizations.
- Designed product labels and packaging to strengthen consumer-facing brand identity.

## Skills

Brand Identity  
Illustration  
Typography  
Layout  
Packaging Design  
Motion Design  
Web Design

Social Design  
Art Direction  
Photography  
Photo Editing  
3D Modeling  
Video Editing

## Software

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe Premiere  
Adobe After Effects  
Adobe Dimension  
Adobe Media Encoder  
Adobe Acrobat  
Adobe Fantastic Fold  
Airtable  
Asana  
Canva  
Creatopy  
Elementor  
Figma

Google Workspace  
HTML  
CSS  
Notion  
MediaValet  
Microsoft Office  
Miro  
Monday.com  
Procreate  
Trello  
Slack  
Wix  
Womp 3D  
Wordpress  
Yoast SEO

## Achievements

### 2025

- Creative Circus Foundational Art Direction Certification
- LinkedIn Learning Certification- Logo Animation Techniques
- Ligature 34 Best in Show Group Award
- AIGA NY Mentee
- Hootsuite Platform Certification
- AEF MADE Finalist

## Education

**The Creative Circus**  
Art Direction, 2026

### University of Florida

BFA in Graphic Design, 2025  
Minor in Mass Communications  
3.9 GPA, Summa Cum Laude