Bari E. Elliot

Graphic Designer, Art Director, & Illustrator

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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

Visual Identity
Illustration
Typography
Layout
Packaging
Motion Design
Web Design
Social Media
Art Direction
Photography
Photo Editing
3D Modeling
Video Editing
Ai Prompting

Software

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Premiere
Adobe After Effects
Adobe Dimension
Adobe Media Encoder
Adobe Acrobat
Adobe Fantastic Fold
Adobe Firefly
Airtable
Asana
Canva
Creatopy
Figma
Google Workspace
Hootsuite
HTML
CSS
Notion
Microsoft Office
Milanote
Miro
Monday.com
Procreate
Trello
Slack
Wix
Womp 3D
Wordpress

Achievements

2025

- Creative Circus Foundational Art Direction Certification
- Ligature 34 Best in Show Group Award
- AIGA NY Mentee
- 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