

Elizabeth Baizer Raines

CREATIVE DIRECTOR AND BRAND STRATEGIST

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SUMMARY

Leads and contributes to brands by shaping identity and experience through design, content, and strategy. Over 20 years creating thoughtful work for hospitality, beauty, fashion, the arts, nonprofit, global corporate and luxury sectors.

EDUCATION

ArtCenter College of Design

Pasadena, CA | August 2025

Master of Design (MDes)
in Brand Design and Strategy

Yale University

Brissago, Switzerland | Summer 1996

Design-intensive study abroad (MFA-level courses with world-renowned design masters Paul Rand, Armin Hofmann and Wolfgang Weingart)

Rhode Island School of Design

Providence, RI | June 1995

Bachelor of Fine Arts in Graphic Design
and Bachelor of Graphic Design

RECOGNITION

Gold Award for Outstanding Merchandising, for Sephora, by Globalshop

Honor Award for Graphic Identity and Wayfinding, for the Trinity River Corridor, City of Dallas, by American Society of Landscape Architects

Twice Awarded for Excellence in Publication and Media Design, for Dallas Museum of Art, by Texas Association of Museums

Twice Awarded for Excellence, for Dallas Museum of Art, by Dallas Society of Visual Communications

Print's Regional Design Annual, for Coffee People annual report, by *Print Magazine*

EXPERIENCE

Principal, Creative Director
EBR Graphic Design and Strategy
California and Texas | 2006–Present

Leads brand strategy, content direction, and visual storytelling for hospitality, nonprofit, and corporate clients—including Mercedes-Benz EV Charging, Indian Springs Calistoga, Bernardus Lodge & Spa, Disney, Nike, and KPMG. Creates brand guidelines and identity systems that ensure visual and tonal consistency across platforms. Work spans messaging development, photoshoot direction, project planning, and close collaboration with writers, designers, and agency teams.

SELECT PROJECT HIGHLIGHTS | CULTURAL AND CIVIC

City of Dallas

Designed JFK 50th Memorial; led brand identity for and wayfinding for Trinity River Corridor; created wayfinding for Fair Park.

Crow Museum of Asian Art, Perot Museum of Nature & Science, Dallas Symphony Orchestra

Developed visual identity, wayfinding, and campaign creative.

ArtCenter Capstone: Kaua'i State Parks

Created modular identity and narrative platform for cultural stewardship and local authorship.

CORE COMPETENCIES

Creative direction, cross-functional collaboration, and multi-channel brand expressions (print, digital, environmental)

Design systems, visual identities, and campaign development

Brand analysis, strategy, visual language, storytelling, and tone of voice

Empathy-driven research and guest-experience mapping

Concept iteration and analog techniques (hand-drawing, watercolor, lettering)

DIGITAL TOOLS

InDesign, Illustrator, Photoshop, Bridge

ChatGPT, MidJourney, Google Notebook, ElevenLabs, VEED

Keynote, PowerPoint, Word

Zoom, Teams, Meet

Figma, Miro, Notion, Slack

Dropbox, Trello

IN-HOUSE ROLES

Senior Art Director (Contract)
Hilton
McLean, VA

Co-led design strategy for Waldorf Astoria's global rebrand and rollout. Developed design systems and brand guidelines to unify the brand while allowing for distinct local adaptation. Established a templated approach to be used by designers and vendors across international properties.

Creative Director
Woodside Hotel Group
Menlo Park, CA

Led creative for 10 boutique hotels' brand systems and guest communications tailored to each property's distinct character. Wrote RFPs, directed creative teams, and visioned a comprehensive overhaul, cohesion across properties but preserving individuality.

Senior Art Director (Contract)
Mary Kay
Dallas, TX

Contributed to the visual language, by pushing creative and inspiring the team to take risks in their new global brand identity initiative. Created the first-ever packaging design for Mary Kay China vitamins.

Art Director
Sephora
San Francisco, CA

Led seasonal beauty campaigns, including art direction and photoshoot planning.

Senior Designer
Neiman Marcus
Dallas, TX

Designed national campaigns for a luxury retail audience.

Manager of Graphic Design
Wisteria
Dallas, TX

Redesigned catalog and website to align brand tone with curated living story.

Design Director
Dallas Museum of Art
Dallas, TX

Led centennial and exhibition visual systems and identities. Streamlined production and costs by 45%. Partnered with curators to match print materials to artwork on view.

