

Taylor Barstow

Design & Art Direction

Thoughtful visual designer with 10 years of experience elevating and amplifying brands. Delivers her best work on creative teams bent on crafting stories that resonate with a brand's target audience and drive engagement. Creative approach is fueled by brand vision, user empathy and a growth mindset.

Experience

Visual Designer & Illustrator, Taylor Barstow Designs, 2019-Current

Partner with clients to craft project objectives, scope and deadlines while managing asset delivery and relationships with care. Execute design of seamless brand experiences on various media including campaigns, presentations and illustration.

Associate Visual Designer, Accenture, 2021-2024

Crafted sales pitch concepts, event collateral and presentations for global sales & marketing teams as a member of the in-house brand team. Partnered closely with the broader team of creatives to ensure brand standards and visual consistency across customer journey.

Graphic Designer, TEF Design, 2018-2020

Refreshed visual identity guidelines to reflect the brand's evolution. Partnered with cross-functional teams to ensure consistent and cohesive brand standards to a variety of platforms. Collaborated with and articulated design decisions to business development pursuit project teams.

Marketing Designer, Call One, 2014-2017

Pitched, designed, implemented and maintained a new visual brand identity intertwining newly designed logo lockups, iconography, accessible typography, tone-redefining color and illustrated imagery.

Contact

taylorbarstowdesign.com
linkedin.com/in/taylorbarstow
barstowtaylor@gmail.com

Skills

Art Direction
Brand Strategy
Campaigns
Concepting
Corporate Identity
Design (Digital, Print)
Illustration
Project Management
Social Content
Storytelling
Systems Thinking
Visual Storytelling

Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Figma
Sketch
Procreate

Education

BFA, Magna Cum Laude,
University of South Dakota