



baker-design

Paul D. Baker

www.baker-design.com · paul@baker-design.com · (585) 217-6750

DESIGNER · ILLUSTRATOR · PHOTOGRAPHER

Seeking a challenging and rewarding career opportunity that will utilize my experience and skills as a highly talented creative professional.

DISCIPLINES

GRAPHIC DESIGN · ILLUSTRATION

PRINT / WEB / MULTI-MEDIA · PHOTOGRAPHY

TECHNOLOGY

PHOTOSHOP	●●●●●●
LIGHTROOM	●●●●●●
ILLUSTRATOR	●●●●●●
INDESIGN	●●●●○
ACROBAT	●●●●○
HTML/CSS	●●●○
MS OFFICE	●●●○

SKILLS

CREATIVITY	██████████
ORGANIZATION	██████████
TEAMWORK	██████████
PROJECT MGMT	██████████
PROBLEM SOLVING	██████████
RESEARCH	██████████

SUMMARY

- Over twenty-five (25) years experience in graphic design, web/interactive, layout, illustration, and photography.
- Diverse background in design related fields including on-line, multimedia, print and large format graphics.
- Consistently delivers high-end, creative artwork and designs to meet time deadlines and budget constraints.
- Developed graphics and design work for large local companies such as Wegmans, Kodak, Xerox, and Ortho-Clinical Diagnostics.
- Proficient in the latest industry standard design software and current with the most up-to-date design styles and trends.
- Contributed to the success of each organization for which I was employed by working with others to promote a positive atmosphere and implement successful design strategies.
- Successful at working independently and excels at taking responsibility for my own projects and assignments.
- Outstanding client interaction skills for requirements gathering and excellent project management and organization from start to finish.
- Excellent verbal and written skills as well as being exceptionally talented at visually communicating concepts, ideas and information clearly.

ACCOMPLISHMENTS

- Created over 200 website designs for clients of various industries in the Rochester, Buffalo and Syracuse areas.
- Effectively created branding solutions and marketing campaigns for products and services of numerous businesses and organizations.
- Expertly juggled multiple projects covering diverse industries while creating high-end visual communications.
- Initiated various processes and work flow patterns that have enabled better project understanding and faster turn-around of deliverables.
- Quickly learned new tools, methods and practices to become a valued employee to all the organizations I have worked for during my career.

EDUCATION

SUNY Empire State College	Finger Lakes Community College
2003 – 2012	1991 – 1993
Bachelor of Science Degree in Graphic Design and Web Development	Associates in Applied Science Degree in Graphic Arts

Paul D. Baker

www.baker-design.com · paul@baker-design.com · (585) 217-6750

EXPERIENCE

Gorbel, Inc
Web/Graphic Designer
5/2016 – Present

- Worked as “in-house” designer in Marketing Department creating print, web and multi-media design collateral.
- Responsible for implementing and maintaining corporate brand for both Industrial and Medical/Rehab groups.

Microworks PSI
Marketing/Creative Designer
9/2012 – 4/2016

- Created marketing collateral including company web and mobile sites, magazine ads, sales sheets, logos, and email marketing campaigns.
- Modified and created customer web sites, online web-ordering sites, mobile sites and web graphics.
- Photographed point-of-sale equipment and food menu items.

BizWonk, Inc
Creative Designer/Web Developer
4/2010 – 9/2012
2/2006 – 10/2006

- Developed web sites using table-less CSS layouts and maintained best web standards and practices.
- Knowledgeable in SEO techniques and best practices and created SEO friendly designs and layouts for customers.
- Modified existing customer web and social media sites including adding pages, updating content and graphics, and re-designing templates.

LogicalSolutions.net / ITX
Creative Web Designer
8/2007 – 1/2010

- Created website designs, concepts, layouts, graphics, and templates.
- Supported design, development and launch of numerous internal products and marketing efforts.
- Played a large role in the sales process to help customers pre-visualize their design needs.
- Worked independently on the design phase of projects, and also as part of a team to ensure designs were developed and constructed properly.

MGLomb Advertising
Multi-Media Designer
10/2006 – 8/2007

- Rendered 2D and 3D artwork for print and on-line materials.
- Created designs for print ads, web sites, trade show graphics, business collateral and multimedia presentations.

NF Associates / Kenda
Graphics Specialist
1997 – 2/2006

- Implemented illustration standards and techniques that led to transitioning from hand-drawn (and scanned) artwork to computer based vector graphics and eventually product photography.
- Created scalable and editable line-art that assisted technical writers with the development of technical documentation and training materials.

Freelance Creative Designer
Graphics Specialist
1994 – Present

- Create artwork, photographs, illustrations and designs for web sites, multimedia, and printed collateral and documentation.
- Work includes: logos, t-shirt designs, brochures, newsletters, web sites, interactive media, video production, and portrait and real estate photography.

Mirror Show Management
Graphics Designer
1994 – 1997

- In charge of graphic design and production for various nation-wide trade shows and events.
- Created large-format signs, graphics, banners as well as design concepts, floor-plans and mock-ups.

Wegmans
Graphics Artist
1993 – 1994

- Worked in Employee Communications department on production of various design materials such as newsletters, logos, t-shirts, ads, spot art illustrations, posters, and flyers.