



baker-design

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	■■■■■

## TRAINING

HCD (Human Centered Design)  
Real Estate Photography

## Paul D. Baker

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

## DESIGNER • ILLUSTRATOR • PHOTOGRAPHER

## SUMMARY

- Thirty (30) 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

2003 – 2012

Bachelor of Science Degree in  
Graphic Design and Web Development

### Finger Lakes Community College

1991 – 1993

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**

Creative Design Manager

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.