



baker-design

# Paul D. Baker

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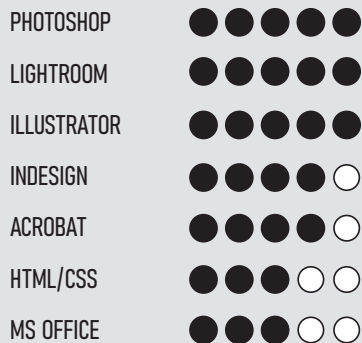
## DESIGNER · ILLUSTRATOR · PHOTOGRAPHER

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

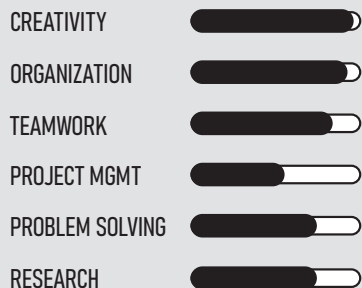
### DISCIPLINES

GRAPHIC DESIGN · ILLUSTRATION  
PRINT / WEB / MULTI-MEDIA · PHOTOGRAPHY

### TECHNOLOGY



### SKILLS



### TRAINING

HCD (Human Centered Design)  
Real Estate Photography

### SUMMARY

- ~~10~~ 7 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

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

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### **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.
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### **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.
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### **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.
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### **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.
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### **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.
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### **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.
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### **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.
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### **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.