

Tom Baker

Online Portfolio:

www.tbakeronline.com

PROFESSIONAL EXPERIENCE

2007-present □ **Creative Freelance**

□ **Senior Graphic Designer/Art Director**

Self-employed as a freelance Senior Designer/Art Director working with clients from conception, design and execution of innovative visual materials.

Accounts served: NBC, Research Results Inc., The Sean Collins Company, XCEL Lacrosse Training, LLC.

- Having a strong understanding of design and production, I work collaboratively with copywriters, creative directors, brand managers, and others in an organization, and supervise freelance designers as needed.
- I have been able to hit the ground running with a new team and new clients, working on or off the client's site.
- Experience with PC and MAC platforms, Illustrator, Photoshop, and Quark Xpress

2003-2007 □ **Imagination Sports, Inc.**

□ **Owner Operator, Clinton, MA**

□ **Team Sales**

Imagination Sports, Inc. is a retail store specializing in sporting goods. Creating the name, logo, concept of Imagination Sports and the marketing/advertising plan at start-up, my responsibilities now include:

- Implementing new product lines to offer and creating strategies to introduce and promote them to customers.
- Providing high degree of customer service and attention to local schools and businesses.
- Creating a rapidly growing, highly profitable company by taking Imagination Sports from a small sporting goods niche to the consumer mainstream.
- Designing a radio advertising campaign and offering in-store free sports specific training; driving customers to the store for free lessons and in turn selling more goods.
- Establishing customer loyalty to our brand by developing a "Consumer Card" which rewards the customer, increasing store traffic and sales.
- Designing a dynamic space ad generating a high impact to our customers and loyalty.

2000-2003 □ **Evoke Media Group - 2000 to 2003**

□ **Creative Team Leader, Eden Prairie, Minnesota**

□ **Interactive Design**

Specializing in business-to-business sites, Evoke Media Group helped clients define their Internet strategies and then implemented solutions to execute those strategies.

Accounts served: gNeil and HROne, Inc., SourcingDirect.com, Autoplanet.com, eFunds and AboutChecking.com, and CART Racing.

- Created a team of individuals with an expertise in business and market strategy; marketing communications, project management, and integrated technology solutions.
- Enabled clients to formulate an overall strategic business objective and provide innovative solutions and ideas for meeting those objectives.

1996-2000 □ **Vallon, Inc. - 1996 to 2000**

□ **Creative Director, Minneapolis, Minnesota**

□ **Interactive Design**

Internet Company specializing in business-to-business sites, helping clients define their Internet strategies and then design, architect, develop, and implement solutions to execute those strategies.

Accounts Served: Vallon business to business web accounts, Net Propulsion, IBM, First Data Corp., PGA, Atlantic Lucient Technologies, RH Donnelley and UPS.

- Developed and implemented creative concepts and strategies with creative team. □
- Responsible for the creation and maintenance of design budgets and schedules.
- Maintained creative quality control based on Vallon's creative strategy.
- Developed and implemented the Vallon creative work flow process from concept through development.
- Hire, manage and mentor the creative team of designers and production artists.
- Recipient of the "CIO Web Business 50/50 Award", "The International Web Page Award" for designing the MN Landscape Arboretum website and The Parade of Homes website and "The 1999 London International Advertising Award" for LIDS website.

EDUCATION

Community College of Baltimore, Major: Fine Arts

University of Pittsburgh

Stevenson Academy of Traditional Painting and Design, Major: Illustration and Design

Arts Students League NYC, Major: Illustration

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