

# COLLEEN BAKER GRAPHIC DESIGNER

www.colleenbakerdesigns.com | Boston, MA | (339) 224-8094 | colleen@colleenbakerdesigns.com

I am a creative graphic designer with more than 10 years experience in print design, website development and online marketing. I have exceptional interpersonal skills and am a dynamic team player skilled in client and vendor relations. I am a passionate, strategic, and motivated worker with a commitment to maintaining deadlines and budgets.

## **FREELANCE GRAPHIC DESIGNER** Present

Create logos, identity, websites and emails. Analyze, optimize and test the ROI of online campaigns. Oversee all print preparation and print production for projects. Join design teams that need an "extra hand".

## **AIGA BOARD MEMBER** Present

Create and write online marketing campaigns to new members. Craft email blasts to current members. Optimize practical membership methods to increase traffic at AIGA events.

## **ART DIRECTOR** Manasian, Inc., 2008-2009

Created print and online advertisements for magazines and websites. Developed branding for marketing and collateral materials. Collaborated with other designers to produce computer generated artwork for marketing and promotional materials. Oversaw production of print and promotional items for key clients.

## **GRAPHIC DESIGNER** Group 5 Advertising, 2006-2008

Created advertising and artwork, such as: billboards, van wraps, signs, custom merchandise, online forms, websites, web banners, email campaigns, brochures, letterhead, business cards, newspaper ads, magazine ads, coupons, gift certificates, point of purchase materials, CD cases, DVD cases, posters, logos...etc.

## **MANAGER** Thornebrook Chocolates, 2002-2006

Created advertisements for radio, television, and newspaper. Designed in-store displays and signage. Optimized marketing campaigns.

## **ONLINE MANAGER** 20th Century Fox, 2000-2002

Produced websites for Fox Home Entertainment. Created marketing strategies for each release. Managed www.foxhome.com and www.foxstore.com. Oversaw design teams and increased direct marketing database with promotions and sweepstakes campaigns.

## **SKILLS**

### **PRINT**

Brochures and Newsletters  
Logos and Business Cards  
Corporate Identity  
Signs and Vehicle Wraps  
Tee Shirts and Merchandise  
Power Point Presentations

### **WEB**

Website Design and SEO  
Website Development  
Flash, HTML and CSS  
Email Newsletters  
Web Banners  
Google Analytics

### **SOFTWARE**

Illustrator CS3  
InDesign CS3/ Quark  
Photoshop CS3  
Dreamweaver/Flash/Contribute  
PowerPoint  
Mac and PC Proficient

## **EDUCATION**

University of Central Florida  
Motion Picture Technology, B.A.

Santa Fe College  
Graphic Design Technology, A.S.