COLLEEN BAKER

GRAPHIC DESIGNER

ABOUT ME

I am a graphic designer working in Raleigh, North Carolina. I have 15+ years experience working in fast-paced development environments, juggling multiple projects at once, while staying agile enough to creatively illuminate each individual company's unique branding goals. I specialize in creative visual solutions for promotions, sales, and marketing, including social and digital creative, print projects, merchandise, presentations, mock-ups and more.
I have worked with many high-profile clients, including Symantec, MLB, and TiVo, as well as startups and non-profits.

CONTACT

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in www.linkedin.com/in/colleenmbaker

EXPERTISE

Skills
Layout
Typography
Print Design
Color Theory
Illustration
Animation

Tech
Photoshop
Illustrator
InDesign
PowerPoint
Microsoft Office
HTML / CSS / HTML5

PORTFOLIO

See examples of my past work at
www.colleenbaker.com

EDUCATION

University of Pittsburgh
BA in Art, Summa Cum Laude

EXPERIENCE

2009 - Present
Colleen Baker Graphic Design
Owner
Deliver complete, professional, creative graphics for promotion, sales, and marketing. Services include social media ads, infographics, presentations, and print projects like flyers, brochures, slicks, signage, and packaging. Current and past clients include ForgeRock, Pureport, Zscaler, and MLB.

2016 - Present
TiVo
Independent Design Contractor
Responsible for full design and layout of TiVo's quarterly Video Trends Report. This currently includes 20 pages of custom charts, illustrations, and infographics.

2017 - 2019
Symantec
Independent Design Contractor
Provide ongoing, spur of the moment deliverables such as web and social media ads, data sheet and white paper layouts, and executive and sales PowerPoints, while adhering to Symantec's strict branding requirements.

2015 - 2017
Skycure
Independent Design Consultant
The sole graphic designer for this fast-paced environment, I was responsible for everything from web design mockups, landing page and email design and development, trade show graphics, PowerPoint design, report and infographics design, and sales collateral.

2010 - 2013
Delta Air Lines
Independent Design Contractor
As the graphic designer working closely with the UX design lead, I was responsible for creating the new design for Delta's internal reservations GUI.

2006 - 2008
Secure Computing
Senior Graphic Designer
I was responsible for a wide variety of deliverables including web and print ad campaigns, email and landing page design, event and trade show graphics, product packaging, and presentation graphics.

2000 - 2006
Delta Technology
Multimedia Designer / Project Manager
Managed and designed multimedia and e-learning projects from storyboard to delivery. I was also the designer for the early iterations of the check-in kiosk GUI.