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# MARCUS BAKER

GRAPHIC/WEB DESIGNER /  
VIRTUAL TOUR EXPERT

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## PROFESSIONAL SUMMARY

Creative designer with over 15 years of experience specializing in branding, graphic design, UX/UI design, and web design. Proficient in Adobe Creative Suite, Figma, and WordPress. Experienced in creating visually compelling and brand-consistent designs across multiple platforms, ensuring a strong user experience and engaging customer interactions.

## CAREER HIGHLIGHTS

- Successfully developed concepts that increased company profit by \$30K-\$40K annually.
- Designed impactful marketing materials, including a billboard campaign for Flint Community Schools.
- Helped numerous startups and small businesses establish and grow their brand identities.

## EXPERTISE

- Adobe Creative Suite
- WordPress (Brizy, Elementor, Divi)
- Canva
- SquareSpace
- MailChimp
- UX/UI Design
- Web Design and Landing Pages
- Virtual Tours

## WORK EXPERIENCE

### Real Times Media /Pitch Black - Detroit, MI (Remote)

Oct 2022 - Aug 2024

#### Graphic/Web Designer

- Developed and executed creative concepts for a variety of digital and print projects, enhancing brand visibility and marketing impact.
- Designed web layouts and user interfaces that improved the overall user experience, contributing to higher engagement rates.
- Produced marketing materials including brochures, posters, digital ads, and social media graphics, ensuring alignment with client brand strategies.
- Created and maintained design assets, including logos, icons, and graphics, for consistent use across multiple marketing channels.

### DayStar Graphics - Detroit, MI

Aug 2000 - Present

#### Owner/ Graphic/Web Designer/360 Photographer/Virtual Tour Expert

- Designed and maintained visually engaging and user-friendly websites, improving user experience and increasing client engagement.
- Created and implemented brand guidelines, ensuring consistent and cohesive visual communication across all platforms.
- Conducted in-depth market research to stay ahead of design trends, resulting in innovative and impactful designs that resonate with target audiences.
- Delivered custom website designs and branding solutions for diverse clients, focusing on UX/UI best practices.
- Managed multiple high-priority projects, consistently meeting deadlines and exceeding client expectations.

### Freedoms Lifestyle - Farmington, MI

April 2008 -Sept 2018

#### Lead Graphic/Web Designer

- Led the design and development of websites and landing pages, optimizing them for conversion and user engagement.
- Acted as the design liaison between cross-functional teams, facilitating effective communication and project execution.
- Produced high-quality digital graphics and typography for various platforms, contributing to successful marketing campaigns.

## PROFESSIONAL SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD
- Web Design & Development: WordPress, Figma, Squarespace
- UX/UI Design: Wireframing, Prototyping, User Research
- Branding & Identity Design
- Digital Marketing: Social Media Graphics, Email Campaigns
- Project Management & Client Relations

## EDUCATION

### Graphic Design - Mott Community College, Flint, MI

1999-2001 Completed 30 credits toward A.A.S in Graphic Design

### Visual Communications 1 & 2 - GCI Genesee Career Institute, Flint, MI

1997-1999 Received Certificate