



# Marcus Baker

SENIOR GRAPHIC WEB DESIGNER

## PROFILE

Highly experienced Senior Graphic Web Designer with over 20 years of experience in art direction, graphic design, and brand strategy. Adept at developing cohesive visual identities and directing creative projects across digital, print, and broadcast mediums.

## SKILLS

- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Sketch, Canva
- **Web & Coding:** HTML, CSS, WordPress
- **Video & Animation:** Adobe Premiere Pro, Basic Animation
- **Branding & Identity:** Logos, Web Design, Brand Guidelines, PowerPoint Presentations
- **Digital Marketing:** Social Media Graphics, Email Campaigns

## EXPERIENCE

### 1999 - Present - DayStar Graphics

Senior Graphic/Web Designer/Virtual Tour Expert

- Led design efforts across digital, print, and multimedia platforms, ensuring creative output was on-brand and aligned with client objectives.
- Produced a broad spectrum of communications materials, including email templates, digital banners, brochures, and presentations.
- Collaborated with copywriters and account managers to deliver engaging, on-time visual solutions.
- Presented design concepts to clients and incorporated feedback to ensure the successful completion of projects.
- **Key Achievement:** Increased brand visibility by 30% and user engagement by 25% through cohesive design strategies and visual storytelling.

### 2022 - 2024 - Real Times Media

Remote Senior Graphic/Web Designer

- Designed and delivered creative materials for high-profile national campaigns, including digital ads, web assets, and print materials.
- Worked with cross-functional teams, including developers and content creators, to ensure brand consistency across multimedia platforms.
- **Key Achievement:** Enhanced customer engagement by 15% through compelling visual design and alignment with marketing strategies.

## EXPERIENCE



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## CONTACT

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Charlotte, NC

## WORK SAMPLES

[Interactive Virtual Tour for Dental Practice](#)

- Boosted user engagement by 50%.

[E-commerce Website Design](#)

- Enhanced the user experience and drove a 30% sales increase.



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## CORE COMPETENCIES

- **Art Direction & Brand Advertising:** Conceptualized and executed innovative design solutions across multiple communication channels.
- **Creative Collaboration:** Extensive experience working with cross-functional teams to align visuals with client messaging and goals.
- **Presentation & Communication Design:** Designed and presented client materials, ensuring strategic alignment and timely delivery.
- **Multichannel Expertise:** Delivered creative assets for digital ads, email campaigns, direct mail, print ads, social media, PowerPoint presentations, and more.
- **Brand Consistency:** Developed brand guidelines and visual assets that consistently reinforced brand voice and standards.
- **Project Management:** Adept at managing multiple creative projects simultaneously, meeting deadlines and staying within budget.

## EDUCATION

[Graphic Design](#)

Completed 30 credits toward A.A.S.

**Mott Community College | Flint, MI**

[Visual Communications](#)

Visual Communications 1 & 2 | Received Certificate

**Genesee Career Institute | Flint, MI**