

# Leif Baker

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## **Award winning Art Director / New Media Designer with Extensive Web, Motion, Branding, Print, Multi-media and Information Architecture Expertise**

Results driven art director/designer with success across a wide variety of industries, platforms and disciplines. Adept at identifying and implementing design strategies to enhance client brands and significantly increase exposure and revenues. Agile and diverse with a strong history of exceeding client expectations.

### **Core Competencies**

Creative and Art Direction	Banner Ad Design and Production	Photographic Manipulation, Retouching and Restoration
Web Site Design and Development	UI/UX Design and Prototyping	Package Design
HTML5 & Flash Animation	Logo and Letterform Design	Sound Editing and Music Production
Motion Graphics Design and Production, Video Editing	Digital Illustration	Copywriting and Editing
Branding	Information Architecture	Color Management
	Photography	

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### **Digital Skills**

PC and Mac platforms.

Adobe CC (Photoshop, After Effects, Animate, Premier, Dreamweaver, Illustrator, etc.); Cinema 4d, Google Design, InVision.

HTML 5, CSS 3, LESS, jQuery, ActionScript, Greensock, Bootstrap, Joomla, W3 School Certified in HTML, CSS and jQuery.

Rich media including Google DoubleClick and Media Mind.

Web diagnostics, Google analytics. Social media design and integration.

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### **Experience**

**Industries include:** Advertising, Entertainment, Fashion, Finance, Healthcare, Pharmaceutical, Publishing, Retail, Service, Technology.

**Projects include:** All aspects of web site design and development - from conceptualization to information architecture; usability analysis; SEO; design; HTML 5 and 4 development, css, Flash, php, and javascript; quality control, deployment, and maintenance.

**Veregen/PharmaDerm website designed for DK1 won Platinum Hermes Award for Best Overall Website Design.**

HTML5 & Flash Banner Ads, interactive applications, branding and corporate identity, advertising design (print and rich media), information architecture, copywriting, package design, emails and landing pages, newsletters, brochures, posters, post cards, interface design, animation, video editing, photography, greeting cards, illustration, retouching, product and corporate photography, and more.

Redesigned Medscape/WebMD's email campaigns, increasing response rate 20-30%.

Consistently improve clients' click-through rates in banner ad campaigns.

**Senior Designer/Animator: Innovative Metrics**, 4/16 – 5/17 Los Angeles

**Freelancer: 3/98 – present:** Los Angeles, New York City/North New Jersey, Kaua'i, Seattle

**Clients include:** Aeropostale, Microsoft, Time Warner, David Bowie, HBO, Netflix, AT&T, Toys R Us, Canon, NASA, The Weinstein Company, Centrum, Ferrero, Ferring Pharmaceuticals, FX Solutions, Fuji Seal USA, Honeywell, Intel, Kaua'i Water-ski Surf and Kayak, Maidenform, MSNBC, Novartis, NUK, Nutella, Oscient Pharmaceutical, Parade Magazine, Pinnacle, Sanofi Aventis, Save Our Seas, Sun Microsystems, Tercica Pharmaceuticals, Tic Tac, Time Out NY, and dozens more.

**Agencies include:** 3rd Edge, ArcMesa, Brand Street Advertising, Cendant, Cossette, Digital Grit, DAZ, Dentino, Digital Grit, DKI, DSM, Grafica, Group DCA, M2 Communication, Merkle & Partners, Millenium, Qi, Revolution Digital, Scinexa, Source Communications, SuperNova, The Westfield Group, Think Jam, Torre Lazur, Vision Creative Group, WorldStream Communications, and more.

**Creative Director: The Westfield Group**, Summit NJ 2007-2008

Designed and produced a wide range of branding, marketing and meeting materials including landing pages, micro sites, interstitials, e-mails, Flash animations, covers, mailers, brochures, signage, logos, etc.

**Clients include:** Ferring Pharmaceuticals, Oscient Pharmaceuticals, Tercica, Sanofi Aventis, and more.

**Art Director, Graphic Designer, Retoucher:** Artistic Visions Atelier, Kauai HI 2002-2004

Performed extensive digital photographic re-touching including jewelry, headshots, figures, products and damage restoration. Designed and Art Directed varied projects including magazine ads, brochures, logos, CD packages, murals, and posters. Color corrected fine art and photography.

**UI/UX Designer, Art Director/Designer:** Worldstream Communications, Kirkland WA 1999-2001

Developed in-house marketing materials including videos, animations, multi-media and printed materials. Redesigned company website and branding.

Designed multi-media and user interfaces for a wide range of corporate clients.

**Clients include:** AT&T, Canon, David Bowie, Intel, Microsoft, MSN, NASA, Nextel, Pinnacle, Time Warner, and more.

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## Education

Washington State University: BA in English, *cum laude*

Art Institute of Seattle: AA in Visual Communications and Digital Illustration, *Dean's Honor Roll*

W3 School Certified in HTML, CSS and jQuery.

Portfolio available at [www.leifbaker.net](http://www.leifbaker.net)

