



# AMANDA BAKER

CREATIVE STRATEGIST

☎ 570 236 2993 ✉ amandabakerdesigns@gmail.com 🌐 amandabakerdesign.com

## OVERVIEW



**11 years of creative leadership** in both in-house and agency settings



**12+ professional design awards** and award-winning projects



strong understanding of **information architecture, UI/UX fundamentals & interactive design**

## EDUCATION

**bachelor of arts** // integrative arts  
**the pennsylvania state university**  
university park, pa | may 2005  
minors: architectural studies, french  
gpa: 3.67 | graduated cum laude

## PROFICIENCIES

### ADVANCED SKILLS IN:

html5 / css3  
adobe cc  
UI/UX design  
responsive design / bootstrap  
usability testing  
prototyping / axure

## SELECTED AWARDS

### ADDYS

**judge's award** // 2013  
non-traditional advertising

**five gold awards** // 2013  
website | annual report | sales kits |  
editorial spread

### HERMES

**gold** // 2012 annual report

ENDLESS  
POSSIBILITIES.

## EXPERIENCE

### CREATIVE DIRECTOR

**decisionhealth** // gaithersburg, md // april 2014 - present

responsible for revitalizing the visual communications and outward-facing personality of the company including a brand-strategy overhaul, introduction and implementation of modern web technologies and practices, and campaign-driven marketing strategies resulting in improved SEO rankings and conversions.

- rapidly promoted to creative director due to demonstrated leadership abilities, communication skills and work ethic
- supervised a creative team of four individuals, motivated team members and modernized overall design approach resulting in improved job satisfaction and overall performance
- reinvigorated the design team through professional growth and mentorship
- translated business objectives into successful visual solutions for print and web
- led design and development of print and web products, marketing campaigns, websites and marketing materials for increased conversion, including the complete redesign of the company's flagship online application
- alongside the VP of operations, evaluated and improved SaaS applications and applied UI/UX and user-centered principles to address complex design problems resulting in year-over-year subscription growth
- oversaw web and app development from concept to completion, including wireframes, prototyping, usability testing, design and build
- continually improved effectiveness of design products through research of best practices and strategic recommendations leading to redesigning creative processes and implementing changes

### ART DIRECTOR

**graphcom creative** // gettysburg, pa // october 2009 - february 2014

managed a team of four designers and interns in an agency setting, developed and pitched concepts and campaigns, met with clients to determine project scope and budgets, and coordinated with outside vendors; including printers, photographers, and writers

- developed strategic marketing campaigns and/or individual pieces for clients nationwide, created and executed design concepts
- created artwork for a variety of materials including advertisements, direct mail, websites and other collateral resulting in numerous industry awards
- analyzed information and evaluated results to choose the best solution
- supervised the work of junior designers and interns, organized and directed creative meetings and photo shoots
- conducted client meetings and cultivated client relationships resulting in excellent communication and client satisfaction

**frederick gorilla magazine** // gettysburg, pa // june 2012 - february 2014

developed a comprehensive brand strategy and redesign for the publication, managed the production schedule, coordinated and assigned writers and photographers within budget, and conceptualized marketing collateral

- created and oversaw overall design of the magazine
- supervised staff designers; hired and managed art interns
- managed art and photo department budget
- coordinated workflow between production and editorial departments and prioritized tasks to ensure accurate, on-time completion