

# Andrew Baker

metsuandrew.com

704-996-7795

andrew.baker.3@gmail.com

## Professional Statement

My experiences have brought me to various disciplines of design. These include both print and digital, packaging and UI. These experiences have combined the imagination and creativity of design with the follow-through and thoroughness of proofing and production. I look forward to the challenges and obstacles the future has in-store.

## Education

University of North Carolina at Charlotte,  
May, 2004, GPA 3.5

- Bachelor of Fine Arts  
Concentration in Graphic Design
- Bachelor of Arts in International Studies  
Concentration Asia Minors in Japanese and Art History

桜美林大学 Oberlin University,  
December 2002, GPA 4.0

- The Reconnaissance Japan Program

## Nonprofit

D-Up Charlotte, Flyer and Poster production for various AIDS awareness events. 2010

The Children's Healing Institute, Logo design and rebranding. 2015

## Technical Skills:

- Windows & macOS
- Adobe Creative Cloud
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Premiere
- Adobe After Effects
- Adobe XD
- Axure RP
- InVision Studio
- Figma
- Google Web Designer
- Doubleclick for Publishers
- HTML5 & CSS
- Autodesk Maya
- Microsoft Office Suite

## Experience

### PARSONS

#### Contract Graphic Designer | 2019 – Current

- Branding and logo development.
- Application and web design.
- Digital ad campaigns for web, email, and social media.
- Creating proposals for infrastructure projects at the state and local level.
- Designing infographics, charts, and website mockups.

### GRAY TELEVISION (Formerly Raycom Media)

#### Senior Digital Designer | 2014 – 2019

- Skilled in the creation of online marketing materials including advertisements, video pre-roll, contests, mobile websites & sales presentations for 90+ television stations.
- Adept & well versed within various multilevel industries, including both national and local clients.
- Strong focus in working directly within client style guides and detailed requirements.
- Actively mentor and lead the training of new designers.
- Collaborate with management to implement new seamless workflows and filing systems.

### ANTHEM EDUCATION

#### Web/Graphic Designer | 2013 – 2014

- Prepared & executed marketing and advertising pieces including public signage, billboards, posters & brochures.
- Professional video creation & editing for both promotional and corporate use.
- Experienced in web design including web page layout, mobile design & banner ad campaigns.
- Proficient in designing and coding of responsive emails for email campaigns.
- Advanced knowledge of corporate style guides.

### HOLLANDER HOME FASHIONS

#### Graphic/Web Designer | 2010 – 2013

- Created new & innovative packaging while managing style guides of established brands such as Ralph Lauren, Waverly, Laura Ashley.
- Designed sales presentations for meetings with clients including Walmart, Bloomingdale's, Macy's, & other major retailers.
- Managed web content for WordPress based sites.
- Accurately proofed artwork and released for print.
- Produced social media content for Facebook, videos for both promotional and corporate use.
- Photographed products & retouched images for both packaging & websites.
- Composed product descriptions for online products.
- Developed QR codes with detailed web based content.
- Trained new employees on department protocol.

### ADDITIONAL PROFESSIONAL EXPERIENCE:

#### PERFECT FIT INDUSTRIES

Senior Graphic Designer | 2008 – 2010

#### COLOR ON DEMAND

Lead Graphic Designer | 2007 – 2008

#### CAROLINA CUSTOM PRODUCTS

Graphic Designer | 2004 – 2007

Professional References Available Upon Request