

# Brian Baker

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## Summary

Goal-oriented, intuitive, digital and graphic designer with a proven track record in graphic and web design, as well as branding, marketing, and presentation design. Leveraging over a decade of experience to drive creative solutions that optimize efficiency and elevate brand identity.

## Work Experience

### Graphic & Web Designer

Peepa's/Peepa's Men's Store Palm Springs

03/25/2025 - Present

**Responsibilities** · Graphic and Web Design for social media, email marketing campaigns, and eCommerce website, along with retail/eCommerce operations.

### Freelance Designer

Brian Baker Designs

Palm Springs / Seattle

01/01/2012 - Present

**President and Lead Designer** · Successfully manage and execute a diverse range of design projects, including web design & development, graphic & print design, logo design, and photo editing.

**Notable Clients** · VIZIO, POSaBIT, FunPix, Seattle Talent/Seattle Artists Agency, Jason Erickson, Tint Cosmetology, Joanne Klein, Beauty Over Cancer, and more.

### Owner/Operator

FunPix NW

Seattle

01/01/2017 - 12/31/2019

**Responsibilities** · Orchestrated all aspects of business operations, including website design and maintenance, graphic design, logo design, photo editing, and financial management.

### Director of Education

Seattle Talent

Seattle

05/01/2005 - 07/31/2016

**Achievements** · Transformed marketing collateral and presentation booklets, designed printed materials, and developed an instructional website that improved customer engagement and satisfaction.

**Results** · Led a successful sales upgrade campaign, increasing revenue by 5%, and effectively managed a busy workshop schedule with a staff of 9 employees.

### Assistant Manager/Accounts Receivable

Highline Athletic Club

Seattle

01/01/2003 – 04/30/2005

**Responsibilities** · Played a vital role in driving membership growth through regional marketing initiatives and planned engaging member events, resulting in a 150% increase in new memberships. Managed accounts receivable, billing, and childcare department and staff.

## Education

### Associates Degree in Web Design: 4.0 gpa

Seattle Central College

Seattle

01/01/2014 - 06/30/2016

## Skills

- Proficient in both Windows and Mac OS environments.
- Strong interpersonal and communication skills with a background in sales and customer service.
- Graphic Design, Web Design & Development, Branding & Marketing, Logo Design, Print Design, Presentation Design, Photo Editing, Adobe Creative Suite (Photoshop, Illustrator), Web Development (HTML5 & CSS3), User Interface (UI) Design, Typography, WordPress, Email Marketing, Adobe Premiere (Video Editing), Microsoft Office (Word, Excel, PowerPoint)