




CREATIVEBO

Graphic Design + Illustration



William Bo Baker
Sr. Graphic Designer

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 creativebo.com

INTRODUCTION

Hello Everyone!

My name is William Bo Baker and I consider myself to be a well seasoned creative professional with over ten years of experience in all facets of the industry including: brand development, art direction, print design, apparel design, illustration, web design and marketing strategy. It's imperative to achieve optimal marketability by connecting the consumer to the story of the brand or product. Advertising is not just about reaching the most people, it's about engaging the correct people to interact with the correct message; it's more than just delivering a service... it's delivering momentum!

From my years in the creative field, I understand the effort, attention and patience required to develop strong integrated cross-platform marketing programs that build brands. If you should need further information or to schedule an appointment, please feel free to contact me directly.

Sincerely,

William Bo Baker

DESIGN is more than just delivering a service...it's delivering **MOMENTUM!**

CREATIVE yet smart, BOLD yet responsible, advertising is not just about reaching the most people. It's about engaging the correct people to interact with the correct message.





CORPORATE IDENTITY



COTTON CHIROPRACTIC

Cotton Chiropractic, located in Salem, VA emphasizes total body wellness care. Their primary focus is chiropractic treatment with supplemental education on proper nutrition, regular exercise and the benefits of a positive mental attitude.

cottonchiropractic.com

XCEL DEFENSE

Xcel Defense located in Phoenix, AZ, instructs a self-defense system for everyone, regardless of size, strength, gender, or fitness level. Many of the techniques are based on Krav Maga.

xceldefense.com





EDITORIAL DESIGN



MEN'S BOOK EDITORIAL

The internationally recognized men's clothing brand, BUGATCHI, embodies elegant, contemporary design, incorporating brilliant color, quality materials, and exceptional craftsmanship.

bugatchi.com

INTEGREON ANNUAL REPORT 2014

Integreon is a trusted, global provider of award winning legal, document, research and business support solutions. Catering to law firms, corporate legal departments, financial institutions and professional services firms.

Inquire to view the full 20 page report.



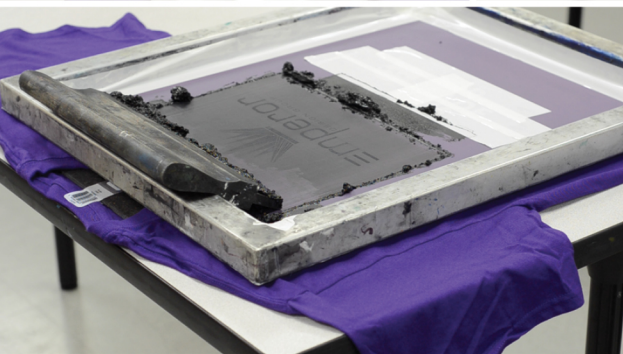
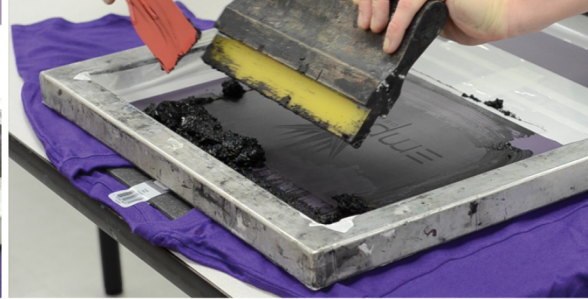
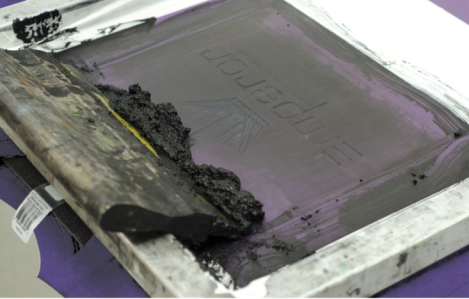


APPAREL DESIGN



SCREEN PRINTING & DESIGN

Whether you are promoting an event or providing your employees with branded items, eye-catching apparel is an effective way to bring new exposure to your identity. CreativeBO will assist you with selecting the exact style with the finest graphics conveying your message.



WILLIAM BOBAKER



Sr. Graphic Designer + Creative Professional



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william@creativebo.com



CREATIVEBO.COM

WHY WE SHOULD WORK TOGETHER !

- Experienced creative professional with management skills.
- Excellent understanding of design principles and theories.
- Ability to work independently and within a team of creatives.
- Ability to conceptualize and think visually.
- Exceptional attention to detail and technical skills that enables effective execution of design principles.

AWARDS & ACKNOWLEDGMENTS

PRESIDENT'S HONORS LIST

THE ART INSTITUTES INTERNATIONAL MINNESOTA

QUARTER'S BEST AWARD

FATHER & SON SERIES | SPRING 2016

PEOPLE'S CHOICE AWARD

FATHER & SON SERIES | STUDENT JURIED EXHIBITION 2016

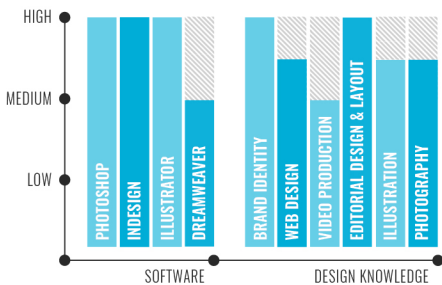
ACADEMIC HONOR SOCIETY

DELTA EPSILON IOTA | DIGITAL MEDIA ARTS COLLEGE 2013

MEMBER OF AIGA

SUSTAINING MINNESOTA CHAPTER

SKILLS & DESIGN KNOWLEDGE



EDUCATION

THE ART INSTITUTES INTERNATIONAL MINNESOTA

ASSOCIATE OF APPLIED SCIENCE DEGREE | GRAPHIC DESIGN
DECEMBER 2016 | MINNEAPOLIS, MN

DIGITAL MEDIA ARTS COLLEGE

GRAPHIC DESIGN | ADVERTISING COURSE WORK
JANUARY 2013-JULY 2014 | BOCA RATON, FL

EXPERIENCE

GRAPHIC DESIGNER / PRINT SERVICES

THE ART INSTITUTES INTERNATIONAL MINNESOTA | MINNEAPOLIS, MN
MAY 2016-DECEMBER 2016

Reported directly to the Dean of Student Affairs in providing an array of promotional material including flyers, posters, web banners and video monitor banners for special school events. In addition, worked in the print services department producing many types of print requests for students and faculty.

SENIOR GRAPHIC DESIGNER

SPECTRUM MARKETING SERVICES | LITTLE FALLS, MN
AUGUST 2014-JANUARY 2016

Executed an array of projects in print, apparel, web design and other marketing services for clients. Responsible for rebranding and marketing strategy for the company including new sales collateral, company stationary, website design, e-mail campaign, social media strategy, and direct mail promotions.

ART DEPARTMENT MANAGER

BUGATCHI UOMO APPAREL INC. | BOCA RATON, FL
MAY 2012-JULY 2014

Directed a team of graphic designers in company collateral, product photography, line sheet design/layout and website redesign. Implemented the importance of social media within the company, handled distribution of company image collateral to the national sales force and company's major buyers including Nordstrom, Saks 5th Ave and Harry Rosen. In charge of pattern design for upcoming seasons, prepared digital tech packs for manufacturing factories and worked alongside the lead clothing designer on developing new trends.

ART DIRECTOR

ULTIMATE BEVERAGES, LLC | BOCA RATON, FL
JULY 2009-MAY 2012

Directed a team of graphic designers in company collateral, product photography, package design and POP materials. In charge of designing special event flyers for social networks, photographing the events and production of short films for the website. Responsible for the branding, bottle design and marketing efforts for Hard Rock Vodka in addition to limited edition flavored vodka.

ART DIRECTOR

SILVER DAGGER INC. | BOCA RATON, FL
OCTOBER 2007-MAY 2012

Directed a team of designers in company collateral, package design, product photography, and POP materials. Responsible for designing artwork for new collections, jewelry, belt buckles, sunglasses and additional marketing/branding efforts for Silver Dagger Vodka. Reported directly to the CEO and lead designer of company to produce this international lifestyle brand.

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