

Will Baker

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Overview

I am a highly experienced multidisciplinary designer looking to join a tech-forward company in a Senior Product Designer role. I am passionate about finding simple, elegant solutions to complex problems and providing people with empowering tools and services that address real needs. After years of working independently, I am looking forward to returning to close collaboration with a talented team.

Experience

Designer & Art Director, Freelance

01/2016 – Present

Operating as a one-person design and branding studio, I work with startups, agencies, and Fortune 500s alike to conceive, launch, and iterate on branded digital experiences in a wide variety of industries, from entertainment to finance.

- ↳ Manage the entire design process from initial whiteboarding to the first release of best-in-class digital products, from a 100,000+ SKU inventory management system for a luxury jewelry retailer to a university student health center's appointment-booking flow and knowledge database.
 - ↳ Research and understand each new project's unique challenges, goals, users, and markets to make informed decisions and predictions, and to respond quickly when conditions change or things don't go according to plan.
 - ↳ Work agilely by embedding my practice into larger project teams or running my own process independently, depending on the client's company culture, availability, and shifting priorities.
 - ↳ Champion close collaboration between design and development efforts to ensure product specs are satisfied in both form and function.
 - ↳ *Clients include:* Book of the Month, Covergirl, IPG, NYU, Sidecho Records, Siegel + Gale, Thinkful, Wells Fargo, and more.
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Creative Director, Keaton Row

01/2015 – 01/2016

As the first creative lead at this fashion-tech startup, I helped guide the company through a complete brand, product, and service redesign to build a luxury women's personal styling service with a "buy less, but better" approach to shopping on web and mobile.

- ↳ Designed an integrated "style timeline" where clients could chat with their stylists, browse personalized lookbooks, and shop our boutique.
- ↳ Designed a luxury fashion marketplace that presented curated merchandise from Saks, Shopbop, and other retailers alongside our seasonal in-house inventory.
- ↳ Designed and launched numerous additional platform features, including admin and stylist tools, lifecycle communications, and an aggregated merchandising system.

Experience

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- ↳ Conceived, directed, and launched multichannel editorial and marketing campaigns for our style timeline, social media, and industry press.
 - ↳ Built and managed a multidisciplinary creative team of designers, photographers, marketers, and merchandisers.
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Art Director, Trumaker

03/2013 – 09/2014

As the first creative lead at this fashion-tech startup, I designed the brand and digital experience from scratch to help men get made-to-measure clothing without the cost or friction of traditional tailoring.

- ↳ Designed an all-in-one mobile app that replaced the cumbersome stylist appointment kit of measuring tapes, swatch books, and order forms.
 - ↳ Designed a proprietary ecommerce platform that enabled clients to design their own custom clothing and shop personalized recommendations.
 - ↳ Designed a robust direct sales dashboard with a CRM, gameified sales goals, and multiple tiers of user permissions.
 - ↳ Helped conceive, direct, and launch editorial and marketing campaigns, pop-up shops, and charity fund-raisers.
 - ↳ Helped build and manage a multidisciplinary creative team of designers, photographers, marketers, and developers.
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Lead Designer, Envision Strategies

01/2012 – 03/2013

Working directly with the executive team, I revised and updated the food service consultancy's existing brand identity and developed digital and print design systems for future correspondence and marketing.

- ↳ Created versatile and accessible design and template systems that enabled anyone in the company to generate, publish, and present high-quality key brand touchpoints, marketing materials, and project deliverables without any design or layout experience.
 - ↳ Iterated on and amended the systems to accommodate the team's evolving needs as it expanded its clientele from top-tier universities to global corporations like Microsoft, Google, and Nike.
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Lead Designer, MusicFloss

10/2009 – 01/2012

As the first in-house designer at this bootstrapped startup, I built on top of the simple music-focused social network to create a platform for independent musicians to easily make their own websites and mobile apps without knowing how to code.

Experience

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- ↳ Designed a flexible WYSIWYG website-builder, template library, and CMS that enabled artists to create their own digital and physical merch storefronts, blogs, tour listings, and more.
 - ↳ Designed a template-based mobile app-builder that enabled artists to bring all their web sales and content to the nascent iOS ecosystem.
 - ↳ Designed and illustrated a robust tutorial and documentation library to support our web and mobile offerings for both artists and fans.
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Skills

Product Design

- ↳ User Interface Design
- ↳ User Experience Design
- ↳ Information Architecture
- ↳ User Research

Visual Design

- ↳ Visual Identity Design
- ↳ Graphic Design
- ↳ Art Direction
- ↳ Brand Development

Other Skills

- ↳ Illustration
 - ↳ Service Design
 - ↳ Copywriting
 - ↳ HTML & CSS
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Education

BA in Literary Studies & Writing, The New School

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