Darnell Baker

Art Director | Visual Designer | Creative Jedi

Award-winning, passionate, and driven creative who speaks visual design, creative leadership, and kick-ass user experiences fluently. My multi-faceted, creative skill set combined with over 10 years of solution-driven design allows me to help brands and users connect by delivering compelling solutions that strategically solve problems, enhance experiences, and help fellow creatives grow.

EXPERIENCE

Senior Multimedia Designer - Contract
TOTO | October 2023 - Present

- Currently spearheading the redesign of the company website, combining thorough user research with an atomic design framework to create a visually appealing and user-centric experience.
- Leading the creative direction, filming, and editing for TOTO's How-to-Install videos, achieving over 100,000 views within the first month and improving brand trust among both professional installers and DIY consumers.

Visual Design Consultant
Freelance | October 2023-February 2024

- Championing the design of high-fidelity UI mock-ups and interactive prototypes for diverse advertising campaigns and clients, adhering to strict brand guidelines and enhancing user interactions.
- Developed and maintained client design systems ensuring design consistency and efficiency across all projects, facilitating team collaboration.
- Actively participating in agile sprint cycles, ensuring timely delivery of designs and prototypes, while collaborating with the development team to address design-related issues.
- Conducting regular design reviews and critiques, fostering an iterative design process within the team and improving the quality of UI designs.

Lead Visual Designer
OneSolution | April 2023 - August 2023

- Piloted the company's website redesign, overseeing all aspects of UI and UX design to align user needs, business objectives, and aesthetic considerations, resulting in a 20% increase in website traffic, a 15% boost in user engagement, and a 10% rise in conversion rates.
- Led all design projects including digital and print ensuring design standards and best practices were met while successfully managing project budgets, timelines, and external vendors.

CONTACT

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KEY SKILLS

- Brand Design + Strategy
- Interaction Design
- Journey Mapping
- Information Architecture
- Quantitative Research
- Contextual Research
- Heuristic Analysis
- Wireframing + Prototyping
- Graphic Design
- Data Visualization
- Front-End Development
- Design System Management
- Print Design
- Presentation Design
- Photography + Photo Editing
- Motion Graphic Design
- Videography

EDUCATION

General Assembly
UX Design Immersive - 480+ hours
September 2021 - December 2021

Georgia Southern University
Marketing; Communications
August 2004 - May 2007

KEY TOOLS

- Adobe Creative Suite
- Figma
- InVision
- JIRA + Trello + Asana
- Final Cut Pro
- After Effects

Senior Design Specialist - Contract
Bongo Media | January 2023 - April 2023

- Managed a team of designers while performing UX research, UI design, and the development of marketing assets contributing to the improvement of user experiences and brand representation.
- Championed the utilization and expansion of the company's design system, enhancing design consistency and streamlining workflows, resulting in a 30% improvement in design team productivity.
- Fostered a culture of creativity and innovation, mentoring junior designers, and facilitating their professional growth through thought leadership, leading creative reviews, and nurturing skills.

Art Director - Contract
Chick-fil-A | May 2022 - December 2022

- Led a creative team in support of the in-house agency with creative design projects for their fall, winter, and spring marketing campaigns and market requests.
- Spearheaded creative ideation, design exploration, and execution of compelling assets while assuring brand standards, deadlines, and budgets were met and exceeded.
- Successfully communicated and presented concepts and rationale to senior leadership and stakeholders during internal review processes and meetings.

Senior Visual Designer - Contract
Landis+Gyr | February 2022 - May 2022

- Tasked with conducting research, analyzing, and synthesizing data in order to create compelling concepts, visual designs, and prototypes optimized for human interaction, marketing, and communication needs. I formulated the internal design strategy and ensured visual design excellence across multiple assets while adhering to company brand guidelines.
- Successfully conceptualized and designed the theme for Landis+Gyr's annual Exchange conference resulting in the design theme being applied to all conference assets such as event signage, prospectus, conference website, and other assets.

Senior Graphic Designer
Kellen Company | January 2020 - January 2022

- Lead designer on variety of design projects such as brand design, info graphics, meeting themes, motion visuals, event-based material, etc.
- Led and executed design explorations optimized for digital, print, and other mediums resulting in over 400 successfully completed client projects.

RECENT HIGHLIGHTS

Level Up - Lead Designer
Coca-Cola Company
October 2023

Lead designer for Coca-Cola's annual Level Up Week. Worked with the renown beverage brand Simply designing their deck presentation for 2025 marketing initiatives.

AIGA Keynote Speaker
American Institute of Graphic Arts
February 2023

Was asked to be the keynote speaker at AIGA's monthly ATL InSider webinar event. Discussed with fellow creatives my creative journey and how I navigate the industry as a self-taught creative leader.

Listen here on Spotify.

YDC Keynote Speaker
Youth Design Center
March 2023

Was asked to participate as keynote speaker for the prestigious non-profit Youth Design Center based in Brooklyn, New York. Spoke to a group of inner-city youth graduating from YDC's Creative Apprenticeship Program on perseverance, hard work, and overcoming imposter syndrome.

Learn more about the event.

AWARDS

Luminary Best of Business Award
Kellen Company - 2021