



 **CHICAGO, IL**
OPEN TO REMOTE OPPORTUNITIES

 **RONNY.BAKER.DESIGN@GMAIL.COM**

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 **RONNYBAKERDESIGN.COM**

COMPUTER PROFICIENCIES

ADOBE CREATIVE CLOUD

- ILLUSTRATOR
- AFTER EFFECTS
- PHOTOSHOP
- PREMIERE PRO
- INDESIGN
- MEDIA ENCODER
- DIMENSIONS
- LIGHTROOM CC
- XD
- ACROBAT (PDFS)

PRESENTATION

- KEYNOTE (APPLE)
- POWERPOINT (MICROSOFT)
- GOOGLE SLIDES

PROJECT MANAGEMENT

- WRIKE
- BASECAMP

OTHER

- CANVA
- HTML/CSS
- MAILCHIMP (EMAIL)
- SQUARESPACE / WIX
- SLACK, TEAMS, ZOOM, WEBEX (MESSENGERS)

SKILLS

- CREATIVE
- COLLABORATIVE
- ADAPTABLE
- MOTIVATED
- COMMUNICATIVE
- DEPENDABLE

CAREER SUMMARY

Imaginative graphic designer with 8+ years of experience in icon design, brand development, layout design, presentation design, social media graphics, motion graphics, and packaging design. Dependable, flexible, and communicative. Skilled with Adobe Creative Suite, Canva, Microsoft Office, project management tools, and proficient on both Mac & PC platforms. Delivers thoughtful, effective design solutions tailored to client goals and project needs.

EXPERIENCE

GRAPHIC DESIGNER | UNIVERSAL BEAUTY PRODUCTS

FEB 2025 - CURRENT | GLENDALE HEIGHTS, IL

- Designed proposal decks, line-review presentations, and other sales materials for brand managers, transforming company sales information into clear, visually engaging presentations.
- Designed product sell sheets, t-shirts, and signage for trade shows.
- Provided graphic design support, photography, photo editing, filming, video editing, and motion graphics design to multiple brands for content creation across Meta and TikTok social platforms.
- Collaborated with designers and videographers to develop digital assets and print collateral for brand placements across major retailers, including Walmart, Target, and Amazon.
- Designed static and animated paid-social advertisements and edited video commercials for multiple brands across Meta platforms.
- Led the creative development of product photography shot lists for Salon Pro 30 Sec and Groganics social media content.

GRAPHIC DESIGNER (CONTRACT) | INSPYR SOLUTIONS (@APPLE)

OCT 2023 - SEP 2024 | REMOTE, IL

- Provided design support to various teams and senior executives to communicate with a global audience while adhering to strict Apple guidelines.
- Assisted Lead Designer with creative strategy and execution for internal content and initiatives.
- Led project to re-organize department-wide folder structure and archiving, and ran monthly meetings to collaborate on changes.
- Elevated internal comms branding using motion graphics, advanced photoshop techniques, and HTML/CSS coding.
- Collaborated on a variety of project types, including: visual identity, presentations (Keynote), icons, custom typography, email, Slack emojis/graphics, video, web design, etc.

GRAPHIC DESIGNER | XENTRIS WIRELESS - EXO CHARGE

SEP 2021 - OCT 2023 | ADDISON, IL

- Elevated in-house branding for marketing materials such as monthly newsletters, presentations, product packaging, sell-sheets, technical data sheets, and manuals.
- Photographed and edited product photos for marketing materials.
- Collaborated with electrical engineers and industrial engineers to develop specialized animation videos demonstrating products and marketing EXO Charge brand.
- Created marketing materials for trade-show booths such as pop-ups, banners, stickers, and patches

GRAPHIC DESIGNER | INNOVATION DUPAGE

MAY 2019 - SEP 2021 | GLEN ELLYN, IL

- Developed designs for in-house marketing such as website assets, social media, and print materials.
- Assisted start-ups and established businesses with design services such as logo and brand development, social media content, animation, and video content.
- Film and edit video content for Innovation DuPage and external organizations such as Village of Glen Ellyn, College of DuPage, and Benedictine University.

EDUCATION

COLUMBIA COLLEGE CHICAGO | BFA, GRAPHIC DESIGN

AUG 2019 - MAY 2021 | CHICAGO, IL

- Dean's List | 2019 - 2021

COLLEGE OF DUPAGE | AAS, GRAPHIC DESIGN

AUG 2017 - MAY 2019 | GLEN ELLYN, IL