

MADELINE BAKER

Graphic Designer / Illustrator / Photographer / Videographer / Calligrapher

CONTACT

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ABOUT

Professional graphic designer, specializing in creative direction, identity design, illustration, modern calligraphy, typography, print, and web. Professional experience as a portrait and event photographer, as well as a videographer.

EDUCATION

SCHOOLCRAFT COLLEGE | LIVONIA, MICHIGAN
Associates Degree in Liberal Arts

SKILLS

ADVANCED KNOWLEDGE OF:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, DSLR Photography and Videography, Adobe Lightroom

OTHER SKILLS:

Modern Calligraphy • Print Production • Project Management
Brand Management • Social Media • Word-press Adobe Premiere
Type Design • 12 Years Experience as a Youth Ministry Volunteer,
including a small group leader for over 5 years, as well as
trip leader for many mission trips and camps.

HIGHLIGHT:

I have created several custom type-faces. One of my fonts was purchased by the C2O Coconut Water brand and was used in all of their marketing and packaging.

CHECK OUT MY WORK

madlinekbaker.weebly.com



 @melonscript

WORK EXPERIENCE 12 YEARS

SEND International

April 2018 - Present

Creative Media Specialist - Communications Department

During my time at SEND I have had the opportunity work closely with our development department to help raise funds and awareness for our organization. I'm also responsible for all internal and external artwork created for marketing material and social media graphics. I also film and produce videos internally for the org and externally for campaigns and social media.

Youth With A Mission Montana - Lakeside

July 2013 - November 2015

Creative Media Team | Lead Designer & Photographer

I worked with an in-house team of designers, photographers, videographers, and web developers. During this time I supervised multiple interns and taught a Photography course quarterly.

HIGHLIGHTS: I assisted in the development and implementation of an organization-wide re brand. Additionally, I participated in a two-week overseas media scouting trip to gather footage, stock photography, and interviews for a partner organization in Taiwan.

KEY SKILLS GAINED: Team leadership, project management, brand strategy, and brand implementation. This position also provided extensive opportunities to collaborate on projects for in-house departments and external clients.

NorthRidge Church

April 2009 - July 2011

Marketing Team | Graphic Designer & Event Photographer

Working in partnership with a large organization with over 200 staff members and 10,000+ weekly attendees.

KEY SKILLS GAINED: Project management, Brand strategy, Rebranding, Rolling a brand out across a wide variety of media, Working in a fast paced environment. Working in close proximity with an in-house printer; I learned the in-and-outs of the printing process for professional marketing materials.

Sizable Lion

2010 - Present

Owner / Freelance Lead Graphic Designer, Calligrapher, Photographer, and Videographer

Since 2010 my husband and I have been doing freelance design, photography, and videography. We specialize in high quality, handcrafted custom graphics. Projects have included a wide variety of logo designs, wedding invitations, save-the-dates, and t-shirts.

KEY SKILLS GAINED: Project management, professional Communication with clients, learning to understand a client's wants and needs, and being able to effectively incorporate those things into a finished product that the client loves.