



I hope this letter finds you well. I'm a creative professional with decades of experience and am writing with the hope that either now, or in the future, my extensive, transferable skills could be of use to your company in a freelance/consultancy role.

I work as an art director, graphic designer and design consultant across book publishing, the corporate world, local government projects, and the music industry. My expertise lies in developing concepts, executing visually compelling designs and ensuring brand consistency across varied marketing platforms.

I am now exploring additional opportunities within the creative sectors where I can offer my skills in research, sourcing and executing projects.

I would welcome the opportunity to discuss how I may be able to contribute to your team if you believe my skills could be useful to any ongoing or future projects.

Thank you for your time and I look forward to the possibility of working together.

Please find additional information on the following pages.

Best regards,

Baker

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Key Skills

Creative and Strategic Thinking

- Expertise in conceptualising and implementing visually compelling branding and marketing solutions.
- Proven ability to align creative strategies with business goals, driving growth and engagement.

Leadership and Team Management

- Skilled in fostering collaboration between different departments.
- Delivering projects on time and within budget while maintaining high standards of quality.

Project and Time Management

- Proficient in managing multiple projects simultaneously under tight deadlines.
- Organisational skills with a focus on achieving client satisfaction.

Client Relations and Stakeholder Communication

- Adept at understanding client objectives, presenting ideas, and building lasting relationships.
- Skilled in translating complex creative into actionable strategies.

Marketing and Campaign Development

- Experienced in planning and executing integrated marketing campaigns across print, digital media.
- Deep understanding of target audience engagement and consumer behavior.

Adaptability and Industry Diversity

- Successfully applied creative and strategic skills across industries, demonstrating versatility and cultural awareness.

Technical Proficiency

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), project management tools, and social media platforms.
- In-depth knowledge of production processes, including print, digital, and event logistics.

Clients include:

Pfizer UK	Pan Macmillan	Panache Displays	Lloyds of London
BAP Pharma	Boydell & Brewer	Balfour Beatty	Virgin Records
GSK	Route Publishing	Diageo	EMI Records
Lucid Group	Liberties Press	L.K. Bennett	Warner Music
Orbit Homes	Oldcastle Books	O2 Academy Group	Richmond Council
	Peepal Press	Imperial College	Hammersmith & Fulham Council
	Jacaranda Books	Commonwealth Institute	3D Eye Limited
		MRC Laboratory of Medical Sciences	Bush Hall Music Venue

Software

InDesign, Illustrator, Photoshop, PowerPoint, GarageBand, ScreenFlow

Interests

Composing music

My music consists of ambient soundscapes and electronic nightmares. I sample the spoken word in many of my songs to provide a backdrop to the music.

[Soundcloud](#)

Ephemera

I have been collecting Ephemera for many years, ranging from type specimen books, Penrose annuals and vintage Penguin paperbacks.

Vinyl

From buying my first T.Rex single and then working in the music industry designing record sleeves I have always collected vinyl, at the moment my passion is early Jamaican Ska singles.



Profession Experience

Present - Plan B Associates Limited

Art Director / Graphic Designer / Consultant

- Working with diverse clients across industries, delivering bespoke branding, marketing, and design solutions.
- Specialising in conceptual design, project management, and ensuring brand consistency across multiple platforms.

L.K. Bennett

Consultant / Art Director

- Collaborated closely with the Visual Merchandising Manager and press department to create advertising campaigns and promotional literature for retail stores.
- Developed concepts for new packaging and designed graphic solutions for in-store displays, enhancing the brand's identity.

Kube Limited

Art Director / Graphic Designer / Partner

- Managed clients in publishing, corporate sectors, and the music industry.
- Oversaw all projects, managed design and artwork teams, maintained client relations, and drove new business development.

Icon Communications

Design Director

- Directed the design of media packaging, marketing materials, and press advertising for major and independent record label releases.

Assorted Images

Senior Designer

- Began during the early years of Punk under Malcolm Garrett RDI, contributing to groundbreaking record sleeve designs and entertainment projects.
- Designed for high-profile artists like Culture Club, Simple Minds, and Duran Duran, pioneering typography innovations and fresh approaches to visual communication.
- Designing covers for Phil Collins, Genesis, Diana Ross, The Blue Nile, Thomas Dolby and Eternal.

Operation Twilight Records

Graphic Designer / Partner

- Operation Twilight was a British subsidiary record label of Les Disques du Crépuscule in Belgium.
- Split responsibilities between designing record sleeves, posters, and marketing materials, as well as organising concerts, arranging recording sessions, liaising with journalists, and managing day-to-day label operations



Case Study

Windrush 75

The Story

Hammersmith & Fulham Council marked Windrush 75 with a vibrant day of food, music, dance, and culture in Shepherd's Bush.

The event took place on Thursday, 22 June, on Shepherd's Bush Green.

Cllr Sharon Holder, H&F Cabinet Member for Public Realm, remarked:

"Seventy-five years ago, the Windrush generation arrived and brought their Caribbean heritage, culture, and traditions to Britain. Now, Windrush 75 is a fantastic way to celebrate their influence and learn a little more about how they made Britain their home."

Children and young people had the chance to learn traditional dances during their May PE lessons, thanks to the Ghost Dance Troupe.

On the musical front, Shepherd's Bush resident DJ Daddy Long Legs and DJ Ace energised the crowd with music from across the Caribbean, with the Top Banana HiFi soundsystem. Later in the day, the UFO Steelband delivered a captivating performance.

Creative and project management involvement

Working with the Heritage Officer and various department managers, the campaign focused on celebrating the legacy and cultural significance of the Windrush generation within Hammersmith & Fulham, but also to highlight the educational experience for the schools and their pupils, developing historical insights and cultural activities that provided them with a hands-on learning framework.

My involvement was to design and project manage the campaign, liaise with printers for the merchandising, which included preparing the required print costs and delivery timelines, Suggesting the local DJ for the day and providing on-site help with the events team. Collaborations with the Westfield shopping centre included creating digital artwork for their interior screens, ensuring the campaign resonated with the local and wider communities.

A well-planned social media ensured consistent and impactful messaging, while budget reviews throughout the four-month campaign kept all efforts aligned and efficient.



CELEBRATING THE WINDRUSH GENERATION



