

**F. CLAIRE**  
**BAXTER**  
**ART DIRECTOR**  
**Sr. DESIGNER**  
**brand manager**  
**ROCK STAR**

## WHO I AM:

I'm a seasoned and award-winning agency creative — a passionate leader with a proven track record for translating complex ideas into slick, successful campaigns. I've managed and motivated interdisciplinary teams, both as official in-house go-to gal and A-list agency hotshot. I've built and managed brands from the ground up, worn every hat on the rack, and leapt tall buildings in a single bound. Don't let my clean lines and weakness for Swiss type fool you; this is all a plot for world domination, one brand at a time.

Key areas of experience include Creative Direction, Art Direction and Senior-Level Design in Print, Interactive, Advertising, Identity, Branding, Brand Management, Photography and Photo Post-Production/Retouching. Yeah, so, I pretty much do everything. Next stop: tackling that whole space-time continuum deal.

Winner 2008 CREATE Awards: Branding/Identity

## WHAT I DO:

Creative Direction	Art Direction
Branding, Brand Management	Interactive Design
Advertising	UI Design
Print Design	Editorial Layout
Illustration	Photography/Photo A.D.
Photo Masking/Compositing	Photo Retouching
Identity & Collateral	Typography
Consumer Packaging & Product Design	Copywriting/Editing

## HOW I DO IT:

Adobe Creative Suite 5	Photoshop	Illustrator
InDesign	Dreamweaver	Acrobat
Fireworks	Lightroom	HTML/XHTML
CSS	JavaScript	Mac OSX

## WHAT I'VE DONE:

### **(PRESENT) ART DIRECTOR, DESIGNER / IND. CONTRACTOR**

Work with a variety of clients in short- to long-term project-based Sr. Design, Creative Direction, Art Direction and Brand Management roles.

### **RECENT FREELANCE CLIENTS & PROJECTS INCLUDE:**

#### **ID SOFTWARE / INTERACTIVE DESIGN**

Worked with a small focused video game development team on QUAKE Live and other id web projects.

Utilized expertise with JavaScript, CSS, X/HTML, Dreamweaver, Photoshop and other production software to create and implement look and feel of various interactive projects.

#### **JCPENNEY / GRAPHIC/INTERACTIVE DESIGN**

Responsible for conceiving and implementing interactive visual concepts for JCPenney's website and email campaigns.

Worked closely with print design team to ensure seamless translation of offline assets and imagery to an interactive format and vice versa.

Produced and maintained dynamic, engaging, and effective interactive content which aligned with business goals and objectives.

Provided technical and functional web expertise to the team.

Integrated brainstorming, critical-thinking, consumer data analysis and usability expertise to contribute to consumer-centric web design and development.

#### **TM ADVERTISING / INTERACTIVE DESIGN, ART DIRECTION**

Worked with Interactive Department Project Managers, Art Directors and Creative Directors to create and develop dynamic Flash-based banner ads, landing pages, websites and other interactive projects for a variety of Fortune 500 clients.

Assisted Creative Directors with design, layout, storyboarding and concepting for launch of Nationwide's Motorcycle Insurance national Interactive ad campaign.

Utilized knowledge and experience with Flash (including complex video integration), Photoshop, Illustrator, Dreamweaver and InDesign.  
Managed multiple projects simultaneously.  
Clients included: Nationwide Insurance, American Airlines, and Texas Tourism Commission.

### **NEIMAN MARCUS / INTERACTIVE DESIGN (SR)**

Responsible for the creative design and development of a variety of marketing, advertising and interactive projects including banner and rich media advertisements; HTML e-mails; Flash applications; presentations; and the NeimanMarcus.com website.

Collaborated with creative & marketing directors to design and implement campaigns, collateral and other marketing, print advertising and online materials.

Managed workflow and deadlines of multiple, simultaneous projects.

Researched developing fashion trends, market and technology.

Worked as a senior production artist for editorial and product image editing, retouching, masking, and compositing.

Participated in concept development efforts.

Directed junior designers and managed workflow and project calendar.

### **2008-2009 CREATIVE DIRECTOR / KANNUU**

Arbiter of taste, style and brand integrity for kannuu, Inc, a mobile software development studio in Irving/Las Colinas, Texas.

Design, implement and manage print and interactive marketing and advertising initiatives as well as company-wide brand strategies.

Developed User Interface for kannuu's technology integration into Coby Electronics' MP705 Media Player.

"The kannuu interface feels as elegant as haiku. It makes it easy to spell out a bunch of words or phrase using only your thumb." - DEAN TAKAHASHI, Sr. Editor VENTURE BEAT

Developed User Interface for kannuu's "contacts" iPhone application.

### **2004-2007 CREATIVE DIRECTOR / DZYN CORP**

Managed daily operations of design, development and production staff.

Directly responsible for successful launches of over 250 interactive campaigns.

Oversaw and actively participated in web content development including technical and non-technical copywriting, editing and proofing.

Oversaw, delegated and managed simultaneous projects from inception to completion.

Reviewed project plans, designs and deliverables.

Established performance objectives.

Reviewed, directed and proofed work from Art Directors, Junior and Senior Design Staff, Copywriters and Developers.

# WORK SAMPLES:

Recent project samples available online at <http://www.vanityclaire.com>  
 Additional portfolio samples and project references available upon request.

