

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, UX, Usability Practices
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 4	Photoshop	Illustrator
InDesign	Dreamweaver	Acrobat
Fireworks	Flash	Lightroom
Director	AfterEffects	Filemaker Pro
Quark XPress	HTML/XHTML	DHTML
CSS	Javascript	XML
Joomla/Mambo	Wordpress	Mac OSX

WHAT I'VE DONE:

(PRESENT) 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.
- Maintain a cohesive brand identity through client-winning presentation materials; media and press kits; whitepapers and user interface planning and design for mobile device, mobile web and set-top box technology integration.

(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 online wedding and gift registry.
- » 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.
- » Translated finalized graphic layouts into working web documents, utilizing XHTML, Javascript and CSS.
- » 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.
- » Tested user experience on a technical level for platform and web browser compatibility.

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.

Other freelance clients include TIGI/Toni & Guy, D Magazine, and ABC.

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.
- Wrote performance reviews and evaluations.
- Participated in recruiting, hiring and mentoring creative, development and production staff.
- Reviewed, directed and proofed work from Art Directors, Junior and Senior Design Staff, Copywriters and Developers.

1999-2001 WEB & GRAPHIC DESIGNER / EWISH

- Worked as part of a design team to deploy and manage website for an online Gift Registry service.
- Assisted Graphic Design staff with development of marketing materials, website graphics and business collateral.
- Utilized HTML, DHTML, JavaScript, Photoshop, Dreamweaver and Illustrator.

WORK SAMPLES:

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

