

Cindy L. Baker

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Biographical Overview

I have been involved in marketing, package design, web development, and multimedia design for the past fifteen years. My accomplishments have included the production of the Mercedes-Benz E.S.T. Training CD-ROM (English, German, and Spanish translations), Mercedes-Benz Owner's Manual CD-ROM, Honda and Acura Service Advisor Training CD-ROM, and DaimlerChrysler Automotive Systems Training CBTs. I have produced product packaging, illustrations, brochures, advertisements, press releases, documentation, and animations for the above mentioned as well as other major projects, both government and commercial. I have a strong ability to multitask and meet project deadlines.

Technical Experience

PhotoShop, Fireworks, AfterEffects, Illustrator, Poser, Freehand, Premier, Flash (ActionScript 1.0 and beginning ActionScript 2.0), Director, Dreamweaver (HTML, XML, SHTML, and DHTML), Filemaker Pro, QuarkXpress, Pagemaker, Bryce, Microsoft Word®, Microsoft Excel®, Microsoft PowerPoint®, Microsoft FrontPage®, Swish, Visio, and various other programs, both Mac and PC.

Certifications

1999 Macromedia® Flash 4.0 Training
2000 Macromedia® Flash 5.0 Training
2001 Macromedia® Authorware Training

Professional Experience

Marketing Director

Harrison Audio LLC. in Nashville, Tennessee

April 2004 – Present

Graphic Designer, Tradeshow Coordinator, Marketing Coordinator, Webmaster, and Technical Writer

Create all advertising concepts and press releases. Develop and maintain the 120 page company website. Design tradeshow booth and coordinate scheduling for post-production and broadcast tradeshow around the world. Write all technical documentation, brochures, magazine advertisements, and manuals.

Senior Multimedia Designer

February 2002 – April 2004

PESA Switching Systems, Inc. in Huntsville, Alabama

Project Manager, Graphic Designer, Illustrator, Animation Designer, Technical Writer, and Tradeshow Coordinator

Redesigned and implemented the 200+ page company website. Web site maintenance, HTML coding, JavaScript coding, ASP coding, direct client consultation, project management and art direction. Designed and authored interactive marketing CDs and various other marketing materials used for tradeshow. Designed printed brochures, data sheets, posters, and magazine advertisements. Designed the companies 60'x50' tradeshow booth. Designed and produced interactive flash applications.

Senior Multimedia Designer

June 2001 – February 2002

KSAinteractive in Huntsville, Alabama

Project Manager, Graphic Designer, Illustrator, Animation Designer

Designed a broad range of electronic media including web sites, training CD-ROMs, instructional CD-ROMs, animations, and Flash applications. Designed printed materials such as training manuals, brochures, and CD-ROM packaging. Project management and art direction for 4-person team. Developed Graphic User Interfaces for CBTs and WBTs incorporating ActionScript and HTML. Ensured that the style, quality, and details of all Web design are appropriate, consistent, and capable of handling current and estimated volume of demand. Created exhibit materials such as tradeshow booths and interactive kiosks. Produced video animations and splash screens.

Multimedia Designer

November 1997 – May 2001

Sigmatech, Incorporated in Huntsville, Alabama

Graphic Designer, Illustrator, Team Coordinator, Animation Designer

Designed Graphic User Interfaces (GUI design) for CBTs and WBTs. Created and maintained project information architecture. Designed marketing materials that accompanied the completed interactive CDs. Conducted interviews for design department. Trained and mentored junior graphic designers. Lead design team on selected multimedia projects. Converted finished projects to various languages for international use.

Junior Graphic Designer

October 1994 – November 1997

Intergraph Corporation in Huntsville, Alabama

Graphic Designer, Illustrator, Packaging Designer, and Documentation Specialist

Developed and designed product packaging, documentation, product flyers, direct mailers, CD-ROM packaging, and silk screens. Consulted with clients to determine needs, goals, deadlines and budget for various projects and events. Established project specifications, obtained printing bids, prepared budget worksheets and developed production schedules. Monitored vendor progress. Approved blue-lines and performed multiple press checks.

Graphic Designer

October 1992 – October 1994

Resta Graphics in Huntsville, Alabama

Graphic Designer, Illustrator, and Typesetter

Designed logos, business cards, flyers, and event posters for local businesses and state facilities. Illustrated cartoons for advertisements.

Education

Middle Tennessee State University in Murfreesboro, Tennessee

Major: Accounting & Business Management

Minor: Graphic Design

University of Alabama in Huntsville in Huntsville, Alabama

Major: Communication Graphics

Minor: English