

Curriculum Vitae for Victoria Baker  
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As a digital creative I have 15 years production experience working in the commercial, public and cultural sectors. I have excellent oral and written communication skills, which is enhanced by my ability to find solutions quickly for both B2B and B2C projects. As a designer I have a keen interest in marketing, both helping to define target markets for branding placement and behind the scenes online SEO optimisation.

### **Key Skills**

Interaction design, user-experience, e-mail & Flash marketing, strategic design for market placement.

### **Software and Coding**

Adobe CS, Dream-weaver, Flash, Action-script, HTML, CSS, and Microsoft Office Suite.

### *Career History*

**Company:** ACHICA is the new online private members store. 2009 - 2010

ACHICA is a groundbreaking start up headed by one of the former founders of ASOS Quentin Griffiths and Will Cooper, the former CEO of affiliate marketing company Trade Doubler.

ACHICA.com is the members-only luxury lifestyle store offering up to 70% off luxury brands exclusively to its members in a number of categories including Homewares, Kitchenware, Furniture, Garden, Kids, Sport and Gifts.

### **Job outline as Lead Designer and Production Manager**

- Create the initial branding, while working closely with a luxury-branding consultant.
- Create customer journey and design template design for CMS and .css for handover to developers
- Roadmap and co-ordinate the business infrastructure from buying team thought to production team, outlining the content material required and timing for publication of sales
- Create designs for all social media platforms including Facebook & Twitter
- Create a new blog Achicaliving.com working closely with appointed editor
- Designs and build html temples for email marketing using first Pure360 then Exact Target, which enabled dynamic e-mails
- Overseeing publication of online displays
- Create all affiliate marketing as flat artwork and in flash
- Co-ordination and Create PR campaigns press packs liaising between buying team and PR departments
- Creation of Power-point B2B promotional material for buyers to sale the Achaia Concept.

### **Achievements**

- Technical excellence in - e-newsletter templates; spam filtering, testing.
- Word press blog for Achicaliving.com
- Working productively with different team members from Board level to intern.
- Brand continuity across multi platforms and mediums.
- Above and below the line marketing material, in both Print and Screen.
- Working to tight deadlines & coordinating several external parties at the same time.
- Creating B2B and B2C works.

Company: Spinningtop Production 2000- 2009

As director of SpinningTop Production It was my job to over see all new jobs and make sure all projects came in on time, on budget and looking fabulous.

### **Achievements**

- Research audience, and their expected user experience
- Define a product and its features to enhance the clients services

- Outline and manage a project from concept to completion
- Understanding of the importance of the life of a product
- Work closely with engineering to develop product functionality
- Work closely with customer support to solve issues
- Analyse and report product success or identify new direction
- Ability to “talk” both technical and non-technical

#### **Key Contracts**

- Culture24 – 2000 - 2006
- Norfolk Regiment Museum 2003- 2009
- Norwich Castle Museum 2005 - 2009
- The Campaign for Museums/MGM 2000 -
- Spencer Hart Ltd Savill Row 2000 – 2009
- Norfolk Council (Named contractor)

#### **Additional Client list:**

- National Lottery
- Caxton: Pink n whites
- Top Gear
- Natural History Museum
- NHS Estates
- Royal Mail

**Company:** 24 hour museum /Culture24 – Contract Designer 2000- 2001

Working in-house with the 24 Hour Museum Editorial and Development staff. It was my job to take the existing product and create new templates and re-brand the site with a design that would have impact, and longevity, fitting a New Government Organisation.

#### **Achievements**

- Working as link between the content and technical IT development teams.
- Identifying key functions and information flows.
- Creating wire frame and page designs for content.
- Research the marketplace for user experience expectations
- Delivery of templates in html & .CSS handed over to the programmers
- Accessibility and technical problems found in testing

**Company:** Cognitive Applications Brighton - Designer/ Producer 1997- 2000

#### **Achievements**

- Delivery of high standard accessible kiosk designs for museum sector
- Working to strict government accessibility guidelines
- Working with Engineers to build complex information systems
- Working to Budget

#### *A Little More About Me*

#### **Personal Interest: I love Words, Digital Video, and Typography...**

In 2005 - 07 we went PT at work so I could carry out an MA to assess, how the written word and information transmission had changed in its usage in the digital area.

1995 I was invited to give a talk at the ICA London about my use of Hypertext & Typography

#### **Commendations Awards**

EEDA – Commissioned to Design Award for Regional Business Award 2008

UEA Business plan Competition finalist 2007

Eureka! Flash Game – Macromedia Accessibility Commendation 2005

Best E-Services Solution from the Best of the Web Awards, USA 2003 (24hourmuseum.org.uk )

Best Public Information Web-site at IVCA/Biz Net awards at BAFTA 2002 (24hourmuseum.org.uk)

South East Art Digital Commission 1997

#### **Education**

MA: Writing the Visual NSAD 2005 - 2007

Post Grad Certificate Multi-media Sussex University 1996

D&AD Advertising Scholarship – HHCL Scholarship 1996

BA: Graphic Design -Central St Martins – London 1993 – 95

#### **Articles About Me**

Computer Weekly: Adam Lovelace Day - raising awareness of women's achievements in IT 2009

Computer Weekly: Twitter: what is in it for IT professionals? 2009

East of England Press for commission of Award 2008

East of England Press: Business Competition 2006

Design-Week 24 HourMuseum launching a Brand 2002

ICA Interaction Magazine 1996