

Curriculum Vitae for Victoria Baker

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As an award winning Visual Interaction / Brand Designer, I love to bring an idea to life, I work with clients to help define the "future" path/life of their product, with a human approach to the design.

At each step of the process phases: Research, Recommend, Plan, Design, Build, Support, Review and Recommend. I aim to keep clients and team members up-to date on achievements, success – as well as being real about “bugs”. My project work involve Strategies, User Interface Designs, Wire Frames, Art Direction, Typographic Logic, Mock-ups, Templates, User Testing and Presentations.

I have excellent oral and written communication skills and my strong processing skills allow me to find solutions to design problems quickly, I thrive in team environments.

My strength is my multi-disciplined background of design, programming, digital video, accessibility and marketing. I view each project as a new exciting product which needs that little extra attention to detail to bring it to life, and keep it breathing.

Software and Coding

Adobe CS4, Dream-weaver, Flash, Action-script, Final Cut Pro HTML, CSS , Microsoft Office Suite.

Career History

Company:

SpinningTop Production

2000- cont...

Achievements

- Define a product and its features to enhance the clients services
- Outline and manage a project from concept to completion
- Good team building skills to compliment large or small groups
- Great research and Design skills
- Ability to write tenders and production schedules
- 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 Clients

- Norfolk Regiment Museum
- Norwich Castle Museum
- 24HourMuseum.org.uk
- The Campaign for Museums
- Museums Gallery Month
- Spencer Hart Ltd Savill Row
- East of England Development Agency
- National Lottery
- Caxston: Pink n whites
- Top Gear
- Show.me.uk
- Natural History Museum
- NHS Estates
- Royal Mail
- Norfolk Council (Named contractor)

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

Sample Projects

Pink n Whites

Product Web-site for Advertising

Jan 2007 – cont...

Achievements

- Research audience, and their expected user experience
- Create future development strategies
- Commission special outsourcer Applets
- Provide updates and status reports to client on site campaign progress

The 24HM/Culture 24

Brand and Interface Designer

Feb. 2000 - con

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
- Design and build all Branding and Visual elements
- Delivery of templates in html & .CSS to hand over to the programmers
- Accessibility and technical problems found and resolved in testing
- Create additional code templates for .rss feeds

Visiting Tutor

Lighthouse Brighton /Norwich Art School

1996 – cont...

Achievements

- Public speaking
- Improve troubleshooting skills
- Help develop idea generation
- Writing educational material

A Little More About Me

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

- In 2005 - 07 I 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
- In 1997 South East Arts Council commissions me to create the web art work which aimed to illustrate how Dyslexics see words and Typography
- 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 - 07
- 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

- ComputerWeekly: Ada Lovelace Day - raising awareness of women's achievements in IT 2009
- ComputerWeekly: 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