

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