

Marianna Baker
10 Misty Shadow
Irvine, Ca 92603
949 4332632
www.bbidesign.com
bbidesign@cox.net

Summary:

Over 14 years of experience as, online producer and an interactive art director, producer and UX designer. Directing experience includes web site design and production, content development, management, and brand building.

Specialties:

- Creative strategy & direction.
- Digital storytelling.
- Content strategy.
- Social media & community management.
- Development of social media & community management guidelines, best practices, and protocol.
- Proven ability to lead and motivate creative team in a rigorous, high-pressure, and time-sensitive environment.
- Solid skills in crafting, communicating, and executing a clear vision in efforts ranging from launching a new process, to building a team, to content strategy and deployment.
- Strong ability to lead focused and powerful brainstorming sessions with clear objectives and out-of-the-box creative exercises resulting in fresh ideas.
- Committed to nurturing healthy, cross-department relationships at all levels of an organization.
- Top notch presentation skills.

Education:

Bonch-Bruевич Polytechnical Institute, St. Petersburg, Russia
B.A. in Computer Science

Certifications:

- Certificate in Graphic Design and Multimedia, Platt College, Newport Beach, CA
- Hootsuite Certification Program
- Course in C and C++ Programming, Irvine Valley College, Irvine, CA

Courses:

- Course in Ceramic Sculpture, University of California, Irvine, CA
- Course in Creative Writing, University of California, Irvine, CA
- Practicum in Art History, Hermitage Museum, St. Petersburg, Russia

Award:

Golden Web Awards. Macromedia Flash Site of the day

Professional Experience:

Interactive Producer/Interactive Designer - 01/11 - Present

Specialized in branding, creative interactive solutions, UX strategies, and designing multimedia projects, content development and online promotional programs.

Mattel Digital Network, Mattel, Inc., El Segundo, CA - 04/08 - 01/11 Interactive Producer, Art Director

New Media Online Producer and Art Director for Hot Wheels, Video Girl, My Scene, Max Steel brands.

- Created new games concepts. Supervised game, website and mobile development in different stages.
- Provided guidance in various formats: storyboards, visual design specifications, and prototypes.
- Supervised Flash and HTML development.
- Provided art direction for website markup and illustration for games and web sites.
- Obtained feedback and approvals from Brand Marketing Director and Creative Director, Mattel Online.
- Provided time estimates and kept track of production time line.
- Supported QA team and updated web site content using CMS tools.
- Developed strategy for Mattel Social Media Division.
- Supervise internet and external design and development team.
- Manage Google Analytics reports.

Sites:

- maxsteel.com
- icanbe.barbie.com/
- barbie.com/
- myscene.everythinggirl.com/home.aspx
- barbie.com/videogirl

DRAFTFCB Ad Agency, Irvine, CA – 2007 Creative Designer

Created various online marketing solutions, including customer-focused Websites, flash presentations, banner ads, conversion centric landing pages

and email marketing.

Philosopher Garden, Inc., Irvine, CA - 2004 - 2007
Creative Director

Oversaw creative development through all phases of production for arts/design for T-shirts Fashion Collection. Functioned as art director, maintaining conceptual continuity through layout and design of each season. Developed and supported company web site, print, multimedia and advertising materials. Managed vendor relations including printers, paper suppliers, copywriters, photographers and illustrators. Responsible for budgets, revenues, P&Ls, and new business development. Established and maintained the creative vision on projects both on and offline. Developed and synthesized brand strategy, business goals, user experience and technical considerations.

Korbel Media, Los Angeles, CA - 2004
Creative Designer

Created look and feel for Kenwood Vineyards Web Site.

Insight Interactive, Los Angeles, CA - 2004
Creative Designer, Art Director

Created various multimedia and print presentations, media loops for Lilly Icos LLS, Colombia University (Medical Dep), Insight Interactive Web Site.

Eeye Digital Security, Aliso Viejo, CA - 2000 - 2004
Creative Director

Directed web and graphic design for major Internet Company. Supervised team of web designers and programmers, consulted with top management on strategy and tactics. Developed integrated approach for interactive work, which complemented traditional strategies. Created print and electronic advertising campaigns giving the company initial sales in a highly competitive environment. Designed a wide range of marketing materials, brochures, commercials, e-commercials, and online product demos. Conserved costs for company by coordinating freelance talent. Actively consulted with clients acting as the main point of contact for deliverables.

Bozell Ad Agency, Costa Mesa, CA - 1999 - 2000
Senior Art Director

Developed design concepts, National advertising campaign including print ads, press kits, POP displays and posters. Development of Cross Pollination program, partnering with organizations in promotions. Creation and maintenance of budgets and tracking success of programs. Provided guidance to art department, supervised design team, met with clients,

implemented Flash e-mercials and commercials; supported online marketing campaign for clients like Toshiba, WebMD, Beckman.

Technical Skills:

Adobe Creative Suite 5, Action Script, Flash Lite, Microsoft Office Products, Base Camp Management Software, Objective C, and Content Management tool (Drupal), Product Creation, Branding, Social Media marketing, Blogging, Hootsuite social media platform, CEO, Google Analytics, UX Design.