

JON BAKER

VIDEO
PRODUCTION

MARKETING
CONTENT

GRAPHIC
DESIGN

From solo shoots to full-scale productions, my video work blends storytelling, strategy, and technical precision. I've scripted, directed, filmed, and edited content for brands, events, and campaigns capturing everything from drone footage to multi-camera interviews. Whether boosting e-commerce, driving engagement, or elevating brand identity, each project is crafted to connect and convert. This demo reel showcases my hands-on approach, creative vision, and results-driven execution. Scan the QR code to watch how I turn ideas into impact—one frame at a time.

<https://youtu.be/00Ch0w0ZLEg?si=lrNh060f0fCs07ca>

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PACKAGE DESIGN

Ever wonder how a telescope kit ends up looking as inviting as your favorite cereal box? My packaging designs span everything from National Geographic gear for aspiring explorers to Kellogg's classics on the breakfast aisle. Each box must not only shine on shelf but survive shipping and stand out on crowded pallets. I own the process from concept sketches and structural prototypes to print ready artwork, pallet renderings, and even product photography. This curated selection offers a glimpse at how I build packages that sell, ship, and leave a lasting impact long after they land on store shelves.



MAGAZINE ADS

From wellness enthusiasts to busy young families, backyard stargazers to proactive health seekers, these full-page print ads landed in national magazines and spoke directly to their audiences. I even crafted the visual identity for Walmart's charity golf tournament, blending polished professionalism with community spirit. Each piece was built to capture attention visually, connect emotionally, and drive action—whether educating consumers, inspiring brand loyalty, or prompting immediate response. Different messages, different goals, but one consistent approach: clarity, empathy, and design that demands a second look.

**Lose the Fat.
Not the Flavor.**

MorningStar
AMERICA'S #1
VEGGIE BURGER

A melt-in-your-mouth, straight-off-the-grill burger taste in a veggie burger.

57% LESS FAT

Now located near the entrée section in the freezer aisle.



Kashi

Summer's Natural Choice
Made With Nature's Tastiest Ingredients

Save 75¢
on ANY ONE Kashi® Frozen Entree or ANY ONE Kashi® Pizza

Located in the Freezer Aisle



**NOW AVAILABLE
OVER-THE-COUNTER**

NEW!
PREVACID
24HR

For the treatment of frequent heartburn

For additional savings and information, go to www.Prevacid24HR.com

New at Walmart



Walmart

Only the best for your baby.
With savings to grow on.

Parenthood is full of firsts. Make the most of every first with all the quality brands you trust at Walmart's low prices every day.

Prenatal vitamins. Diapers. Formula. Clothing. Toys. Find everything you need for every age and every stage.

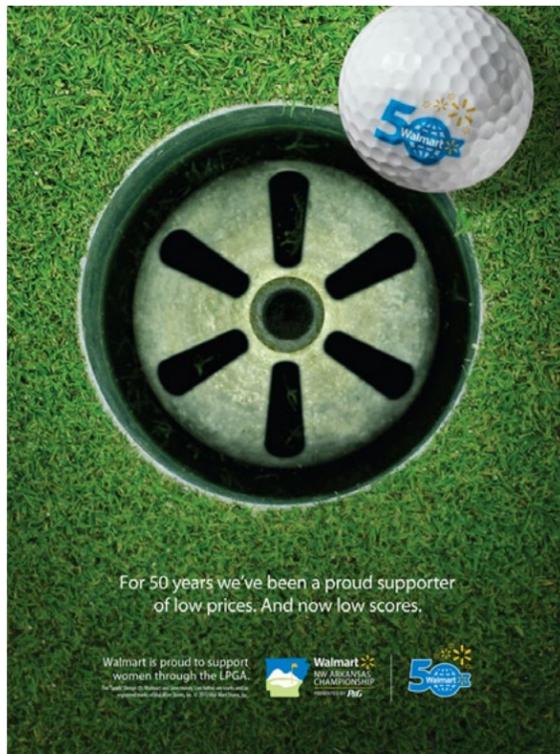
Walmart. We're with you Every Little Step.

with you every little step



For 50 years we've been a proud supporter of low prices. And now low scores.

Walmart is proud to support women through the LPGA.



Everything you need to make the moment special.

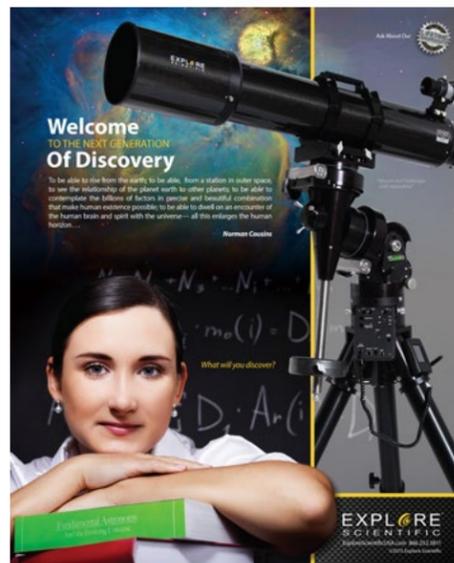
Walmart



Welcome TO THE NEXT GENERATION Of Discovery

What will you discover?

EXPLORE SCIENTIFIC



On average, Americans get less than 50% of the recommended daily amount of fiber in their diet.

The American Dietetic Association recommends a healthy diet include 20-35 grams of fiber a day from plant foods, including both soluble and insoluble fiber.

Each serving of Benefiber Powder provides 3 grams of fiber and the powder is easily mixed into beverages or soft foods.

Available at **Walmart**
Save money. Live better.

62 Servings
Sugar Free
Net Wt. 245g (8.6 oz)

Benefiber
Fiber Supplement
Makes Taking Fiber Easier!

Fiber 100% Natural Supplement

MANUFACTURER'S COUPON EXPIRES 02/28/10

SAVE \$100
on ANY ONE Benefiber product

RETAILER: We will reimburse you the face value of coupon plus 5¢ if submitted in compliance with our redemption policy, available upon request. Cash value .0001¢. Good at Wal-Mart Consumer Health, CMT Dept. 7030, 11500 West Loop, Suite 1000, Houston, TX 77040. Limit one coupon per purchase. ©2009 Wal-Mart Consumer Health, Inc. 00047-93082



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PDQS & SIDEKICKS

Ever wondered how brands grab your attention in every Walmart aisle? That's where PDQs and Sidekicks come in. These cardboard fixtures aren't just displays they're smart distribution strategy, pre-packed for easy shopping and built to drive sales fast. Designing for a nationwide rollout means every inch must work structurally, visually, and logistically from day one. What you see here is a glimpse into that process: from engineering sturdy trays to unifying branding across formats, store layouts, and SKUs. It's high-volume design with real-world impact that connects products to people.



LOGO DESIGN

I almost left logos off this portfolio. With AI tools now spitting out marks in seconds, true logo craft risks being lost. But these symbols weren't born from prompts or presets—they grew out of client conversations, hand-drawn sketches, and countless refinements. Each logo tells a story, captures a brand's essence, and proves my skill as a visual thinker and problem-solver. In a world of instant downloads, these marks stand as a testament to intentional design that resonates.



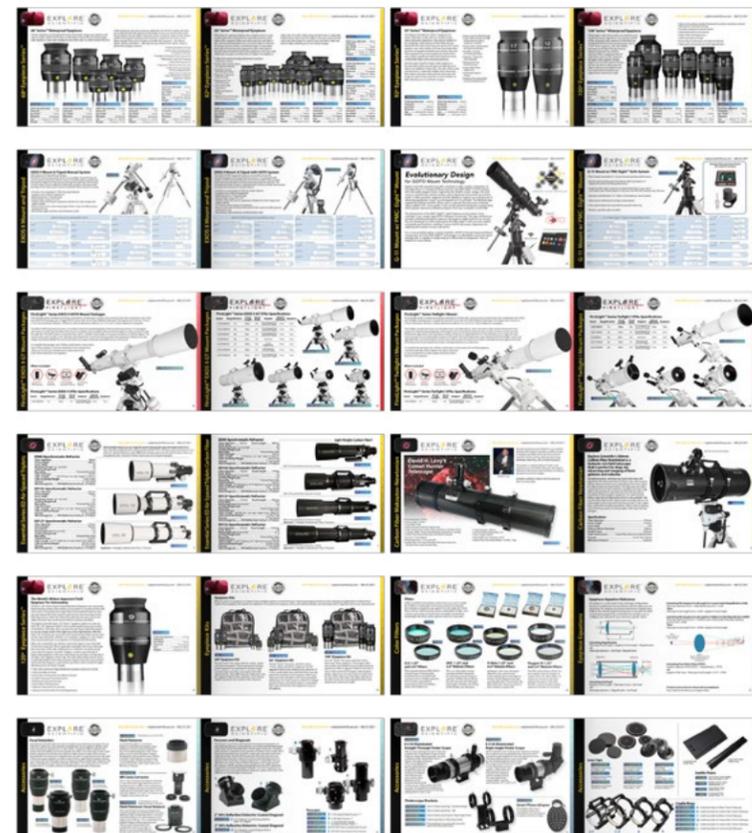
NATIONAL PRINT

Every week I designed a suite of national print campaigns—from single-page ads to 60-page circulars—known internally as Tabs and FSIs. These 20–60 page product guides landed in Sunday papers, in-store tabs, and digital inserts, all aimed at driving traffic and boosting sales. My process kicked off with buyer meetings to pick standout products, followed by hand-sketched page concepts and art direction in the studio—nailing lighting, angles, and styling. From grainy thumbnails to final print-ready files, every decision moved the needle. They look like flyers; behind them lie strategy, logistics, and creative muscle at massive scale.



CATALOGS

From concise 20-page guides to epic 100+ page books, these catalogs are bursting with product specs, imagery, and technical details. Whether destined for print or digital platforms, my goal stayed the same: make dense content feel approachable, on-brand, & visually compelling. I designed flexible layouts, fine-tuned typographic systems, prepped images to perfection, & managed end-to-end production. Some editions leaned into storytelling, others focused on specs but every catalog remained clean, intuitive, and built to scale.



DISPLAY STRATEGY

From floor level pallet displays to premium endcaps, these retail environments and event materials turn product showcases into memorable shopping moments. I engineered robust pallet setups, curated endcaps that halt shoppers in their tracks, and designed activation kits—from tabletop displays to handouts that empower sales associates at in-store events. These integrated, strategic solutions drive visibility, spark engagement, boost brand loyalty, and ultimately lift sales.



Pallet Displays & Endcaps



In-Store Demos



Hangtags



In-Store Displays



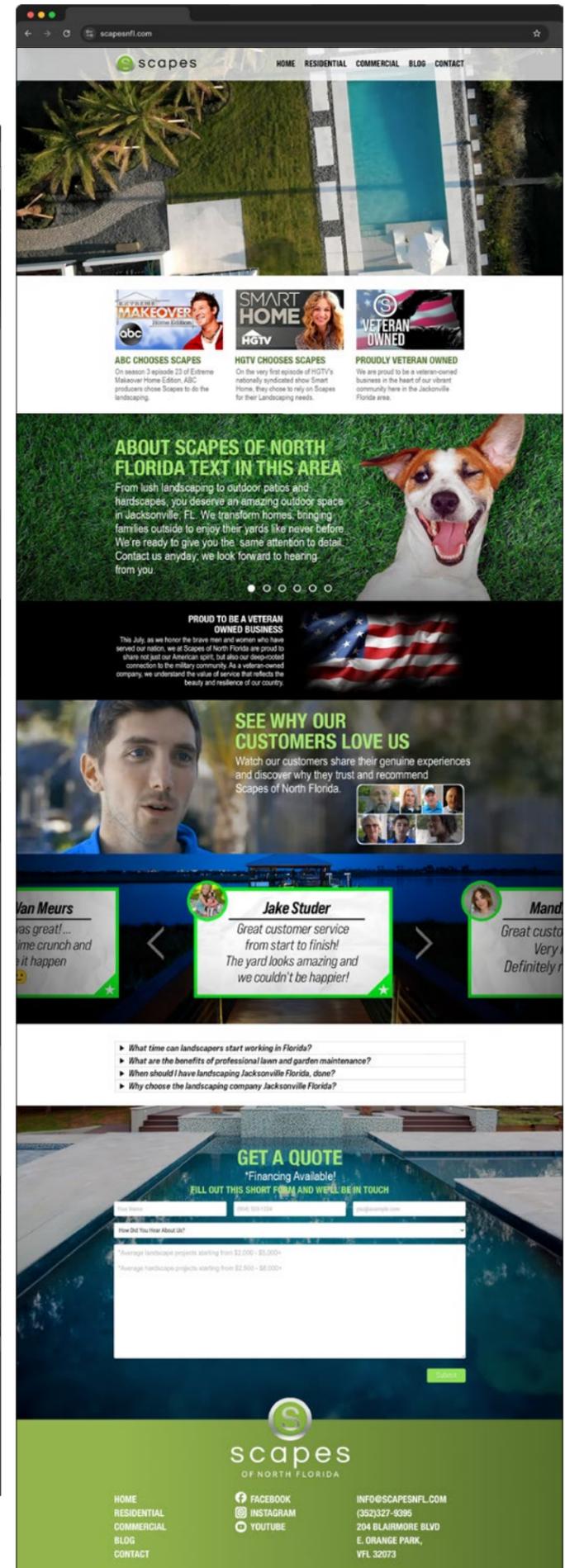
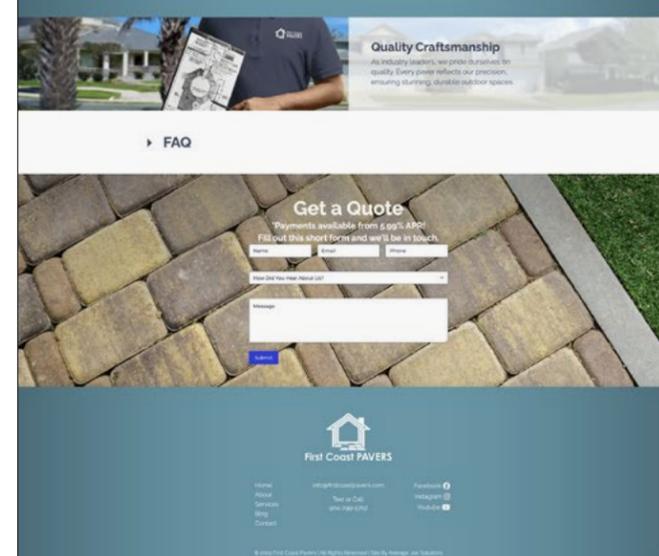
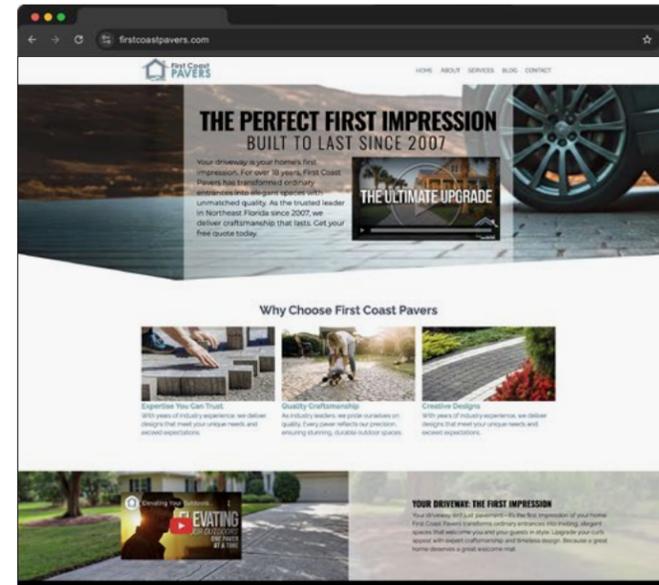
DIGITAL DESIGN

Across digital channels from email blasts to display ads and web pages—my designs engage audiences and elevate brand messaging. I craft templates, display ads that cut through the noise, and website page layouts. Each piece is optimized for readability, branding, and conversion, ensuring cohesive experiences online. Every project starts with sketches and evolves into polished assets; I ensure designs are developer-ready for seamless integration.

Email Blasts



Websites

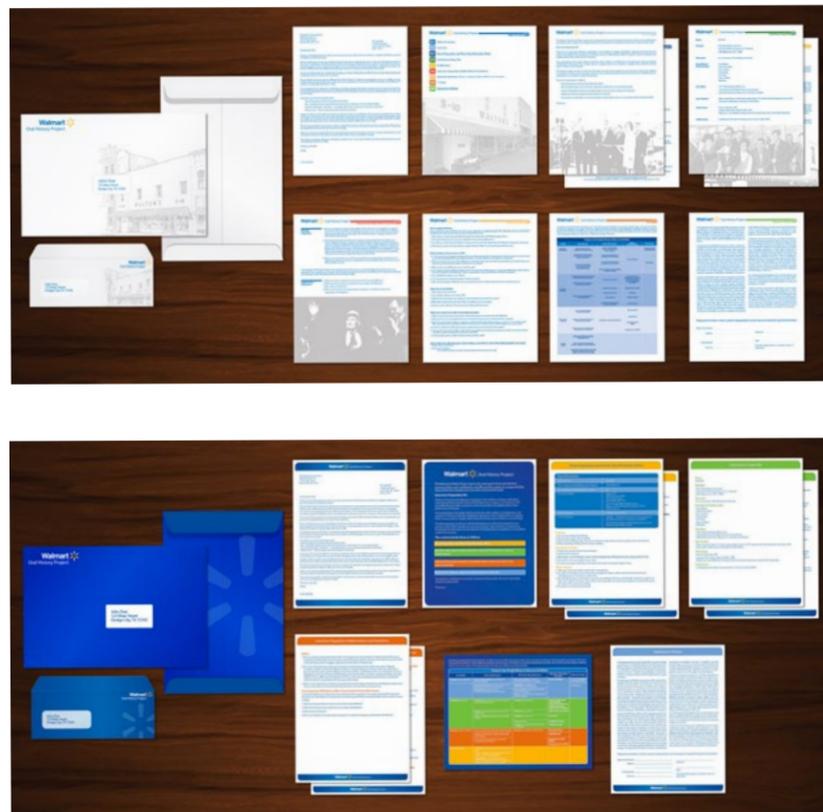


Digital Ads



INSIDE THE BRAND

These designs fueled internal culture and customer outreach, supporting both teams and audiences. From lunch & learn posters and event signage to postcards and brochures, I partnered with HR, marketing, and leadership to inform, engage, and promote. I produced email templates, in office banners, and mailboxes with clarity. Simple in look, they reached thousands driving alignment, loyalty, and pride humanizing brands inside and out.



Asian Pacific Associates Network proudly presents our annual heritage event:

Commit to Your Business Through the Lens of Diversity

Guest Speakers

Wednesday, May 23, 2018
10-11:30 a.m.
Home Office Auditorium

Attractions

LUNCH & LEARN

Come hear Shawn Archer, author of *The Happiness Advantage*, speak about positive psychology, teamwork, and change, and the benefits of being happy in the midst of change and challenge.

Date: Wednesday, Sept. 4
Time: 11 a.m. to 12 p.m.
Location: Home Office Auditorium

EVERYDAY INTEGRITY Live

A program to help you live each and every day with integrity.

Happy Holidays

Walmart

WHY NOW IS THE TIME TO BUILD A MICROSOFT TEAMS ROOM

COLLABORATION AND CONNECTIVITY ARE CORE TO YOUR BUSINESS

4 FEATURES THAT MAKES MICROSOFT TEAMS ROOM...

Meetings with coworker... Collaborate in real-time... Send instant messages... Make & receive phone calls...

HOW WACHTER CAN BUILD A MICROSOFT TEAMS ROOM...

GETTING BACK TO WORK WITH TOUCHLESS MEETINGS

Connecting Employees Safely During Unusual Times

4 Touchless Meeting Technologies

- Proximity Join
- Voice Control
- Smart Phone Control
- Digital Signage

Think 6 & reduce the number of bags used

With your help we can save \$50M

Try to pack at least 6 items in each bag. Unless requested by the customer, do not bag items with handles: Gallons of milk, detergent, paint.

Plastic bags can hold up to 18 pounds of merchandise.

Incorrect: 1 bag for 6 items. Correct: 6 items per bag.

Do not bag items with handles unless requested by the customer: Gallons of milk, detergent, paint.

Reduce the number of bags used. Try to pack at least 6 items in each bag.

2018 Walmart Marketing Team

CREATIVE

- 28 Tabs
- 1,946 Pages
- 46 Proofs
- 354 Pages Printed
- 81% Reduction

DIGITAL

- 31 Videos
- 105 Banners
- 65% Reduction
- 22k+ Pages
- 150k+ Pages

TECHNOLOGY

- MATT Logo
- Marketing Calendar
- Marketing Portal

PRODUCTION

- Video
- Radio
- Holding Fees
- Renegotiations

BILINGUAL

- 479 Pages Proofed
- 321 Pages Translated
- 60 Pages Reviewed

SOCIAL

- 1,649 Posts
- 2,339 Tweets
- 2,508 Total Feedback & Replies

PROJECT MANAGEMENT

- Category PM Jobs: 3,448
- Local Basket PM Jobs: 6,612