

JON BAKER

ART DIRECTION

CONCEPT • STRATEGY • EXECUTION

BRAND DESIGN

IDENTITY • PACKAGING • CAMPAIGNS

CONTENT SYSTEMS

PRINT • DIGITAL • RETAIL
MOTION + PRODUCTION

Art director with a hands-on design background spanning brand identity, packaging, campaigns, retail, digital, and motion. I develop concepts, establish visual direction, and carry ideas through production—balancing brand consistency with the practical demands of each channel. My work ranges from national retail programs to self-directed brand systems, with an approach built around clear thinking, strong craft, and execution that holds together across every touchpoint. Scan the QR code to view selected motion and production work.

RENDER

RENDER is a self-directed energy drink brand built from the ground up as a complete visual system. I developed the identity, packaging architecture, product imagery, campaign language, digital experience, motion, print, and retail applications around a single brand idea: Progress Earned. Keep Building. The project demonstrates how one concept can scale consistently across consumer touchpoints without losing its character.



FLAT CAN LABEL ARTWORK

3D CAN DESIGNS



RETAIL STANDEE

PALLET DISPLAY



ENDCAP DISPLAY



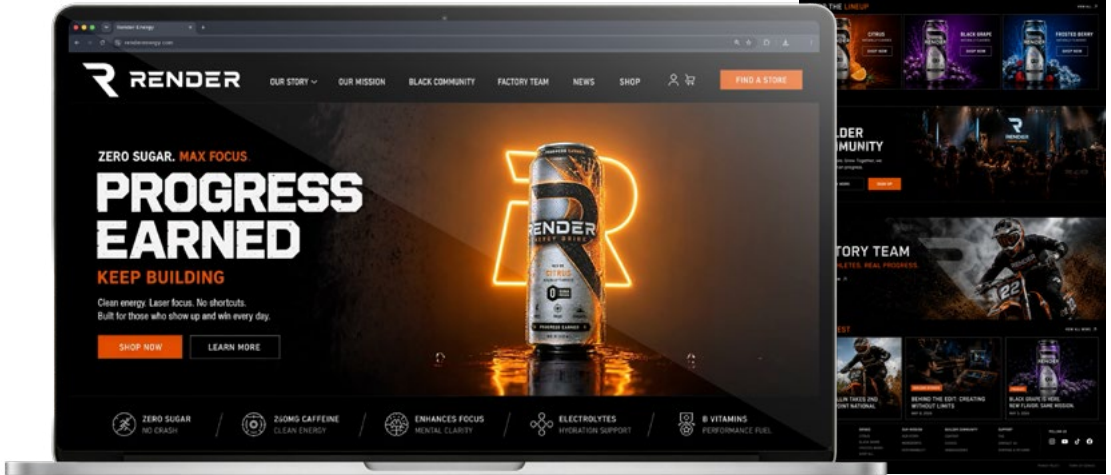
COOLER DESIGN



PRINT ADS



WEBSITE



PRINT PACKAGING FLAT ARTWORK



PACKAGE DESIGN

Packaging has to do more than look good on shelf it has to survive production, shipping, merchandising, and the realities of retail. My work spans food, consumer products, and technical goods for brands including Kellogg's and National Geographic. I've taken projects from concept and structural development through art direction, print-ready artwork, renderings, and production, balancing brand impact with the practical details that make a package work.



MAGAZINE ADS

These national magazine ads span CPG, healthcare, retail, and consumer products, but the discipline is the same: understand the audience, clarify the message, and build a visual hierarchy that earns attention. I developed concepts, art direction, and finished layouts around different business goals—from product education and promotion to brand-building and event identity. The result is a range of work that stays focused, audience-aware, and purposeful.



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.

Walmart NW ARKANSAS CHAMPIONSHIP PRESENTED BY P&G

50th Anniversary

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

MorningStar
GRILLERS' ORIGINAL

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
Lansoprazole delayed-release capsules 35 mg acid reducer

For the treatment of frequent heartburn

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

New at Walmart
Save money. Live better.

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.

every little step

Everything you need to make the moment special.

Walmart
Save money. Live better.

Walmart NW ARKANSAS CHAMPIONSHIP PRESENTED BY P&G

Welcome TO THE NEXT GENERATION Of Discovery

To be able to see from the earth to the stars, from a station in outer space to see the relationship of the planet earth to other planets, to be able to comprehend the billions of factors in power and beautiful combinations that make human existence possible, to be able to stand on an encounter of the human brain and spirit with the universe—all this enlarges the human horizon.

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.

SAVE \$100
on ANY ONE Benefiber product

RETAILER: We will reimburse you for face value of coupon plus \$1. It is submitted in compliance with our reimbursement policy, available upon request. First value 1/2014. Mail to: Research Consumer Health, CMS Dept. 0500, 1 Forest Dr., Old Rio, TX 78040. Limit one coupon per purchase. ©2009 Harnett Consumer Health, Inc.

PDQs & SIDEKICKS

PDQs and sidekicks combine packaging, merchandising, and distribution in a single retail system. For nationwide programs, I developed graphics across multiple formats and SKUs while working within structural, pack out, and store-execution constraints. Each piece had to be easy to deploy, immediately recognizable, and strong at the point of purchase turning a compact display into a consistent extension of the brand.



LOGO + IDENTITY

Long before generative tools could produce a page of logo options in seconds, these identities were developed the traditional way through client conversations, research, sketching, concept development, & refinement. The tools have changed, but the thinking behind a strong identity still matters. I've kept this selection in my portfolio because it reflects the visual judgment, problem solving, and design craft that continue to inform how I build brands today.



Working at national retail scale means designing for speed, volume, and consistency without losing the idea. I created weekly print programs ranging from single-page ads to 20-60 page Tabs and FSI's distributed through Sunday papers, in-store programs, and digital channels. The process included buyer meetings, hand sketched concepts, studio art direction, page design, and print production coordinating hundreds of products, prices, images, and deadlines into clear, shoppable communication.



CATALOGS

Catalogs are systems projects. Across 20-page guides and 100+ page books, I organized dense product information, technical specifications, imagery, and editorial content into layouts that were easy to navigate and consistent with the brand. I developed flexible page structures, typographic hierarchies, image standards, and production workflows that could scale across large documents while remaining clean and readable in print and digital formats.



DISPLAY STRATEGY

Retail design has to work in three dimensions. Across pallet displays, endcaps, in-store demos, hangtags, and floor fixtures, I developed branded solutions that balanced visibility, space, product access, and store execution. The work carried campaign ideas into the physical environment, helping products stand out while giving retailers and sales teams practical tools they could deploy consistently.



PALLET DISPLAY & ENDCAPS



IN STORE DEMOS



HANGTAGS



IN STORE DISPLAYS



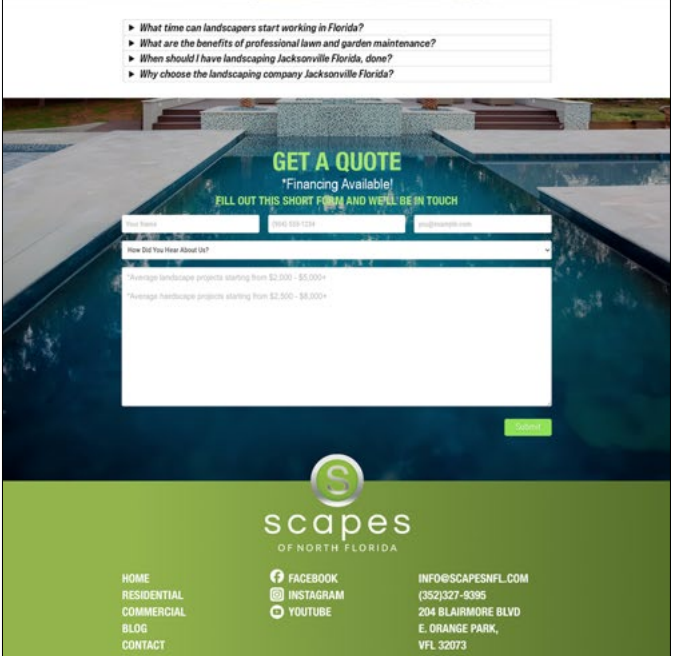
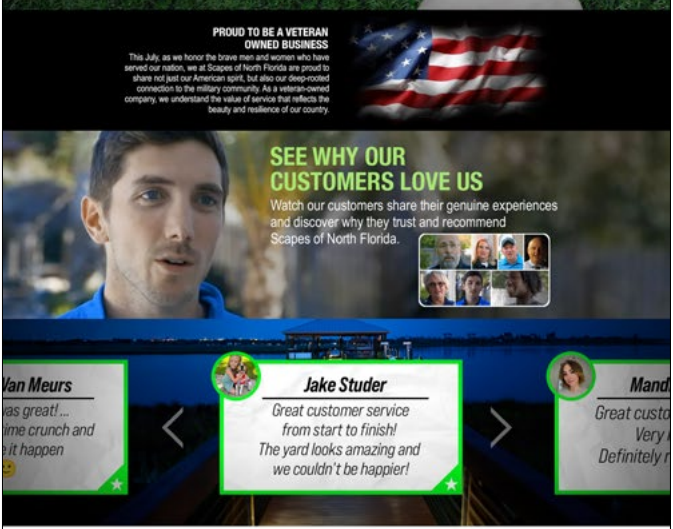
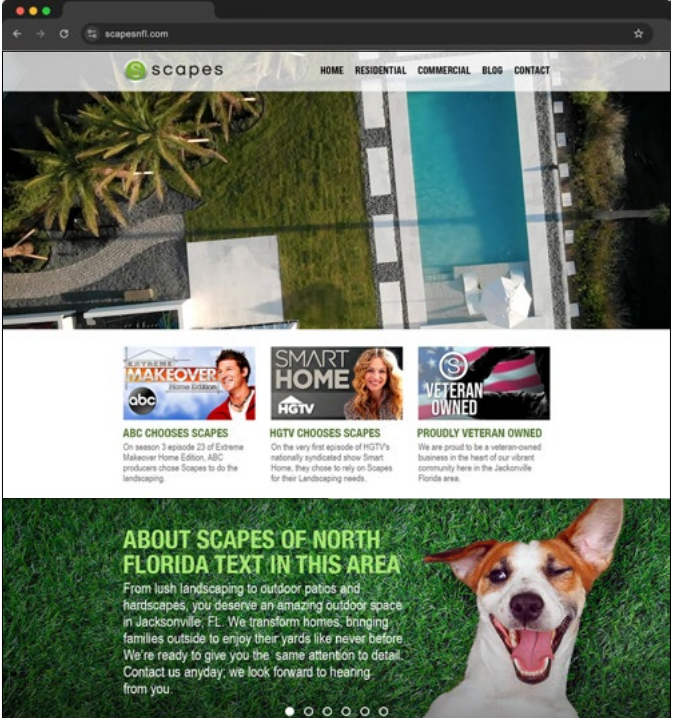
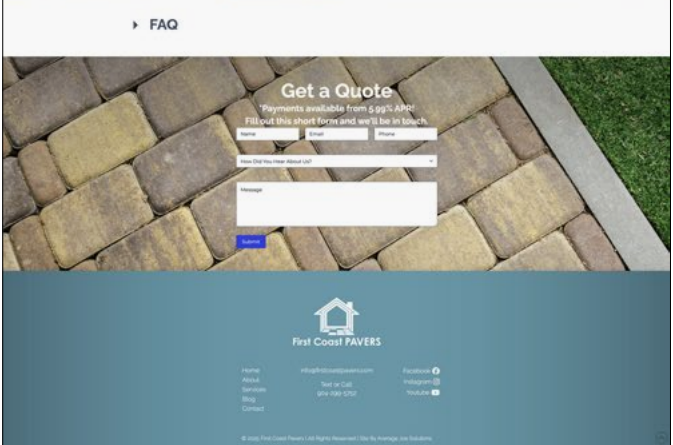
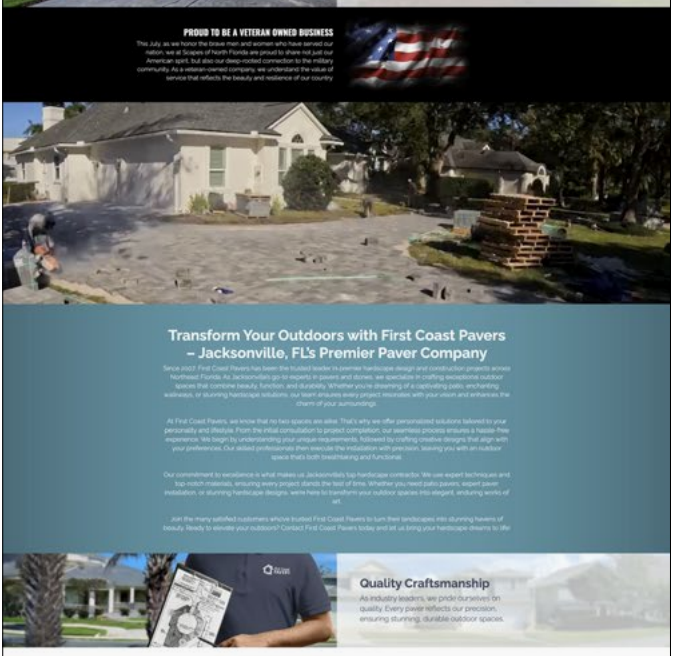
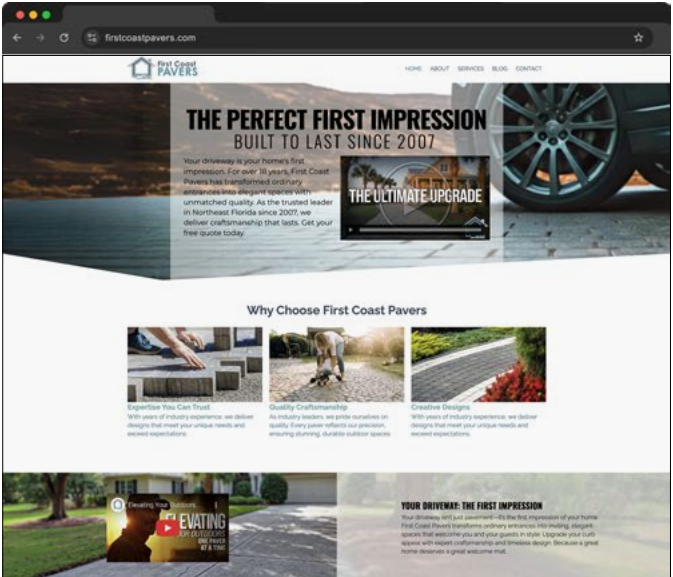
DIGITAL DESIGN

Across email, display advertising, social, and web, I translate brand and campaign systems into digital formats built for clarity and consistency. My work includes email templates, digital ads, website page concepts, and developer-ready visual assets. I move from early layout ideas to polished comps with close attention to hierarchy, readability, and how each experience connects back to the larger brand.

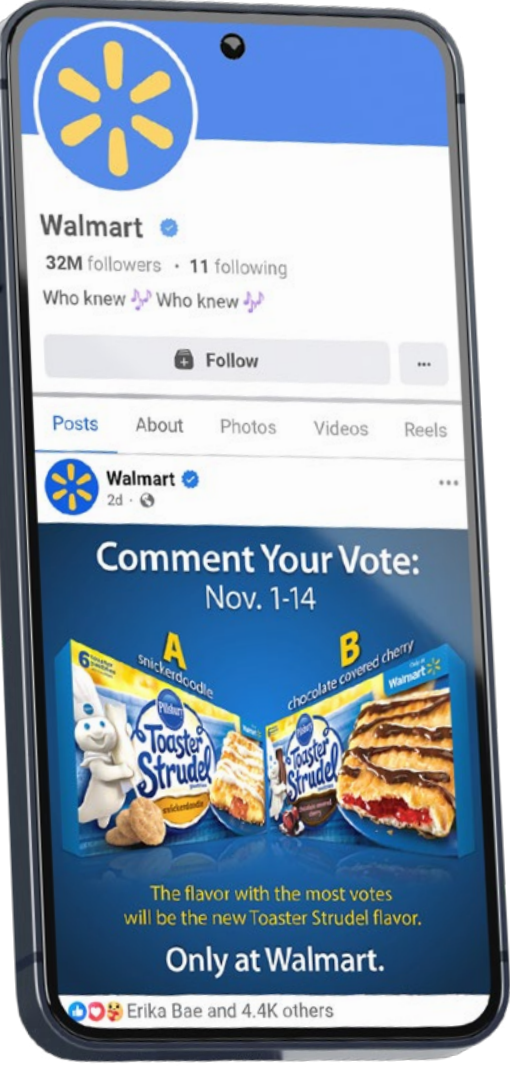
EMAIL BLASTS



WEBSITES



DIGITAL ADS



INSIDE THE BRAND

Brand communication also has to work inside the organization. I partnered with HR, marketing, and leadership teams to create internal campaigns, event materials, email templates, signage, brochures, direct mail, and workplace communications. The work translated business messages into clear, approachable design—helping employees and customers understand initiatives, participate in programs, and stay connected to the brand.

Asian Pacific Associates Network proudly presents
our annual heritage event:

Commit to Your Business Through the Lens of Diversity

Guest Speakers



M. Night Shyamalan
Hollywood movie writer, director, and producer.
Movies include "The Sixth Sense," "Signs," "The
Last Airbender," and "Unbreakable."



Ned Lee
CEO, Monitor Products—a minority supplier to
Walmart known for making Beats by Dr. Dre
headphones, monitor cables, and more.

Wednesday, May 22, 2013
10-11:30 a.m.
Home Office Auditorium

Attractions

- Asian cultural dances
- Food from local Asian restaurants

Management associates with Good Faith Effects
event requirements may register for Event
ID #314 through the Diversity Toolkit.

LUNCH & LEARN



Shawn Achter

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

New Episode
starting now

EVERYDAY INTEGRITY Live



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



WHY NOW IS THE TIME TO BUILD A MICROSOFT TEAMS ROOM

COLLABORATION AND CONNECTIVITY ARE CORE TO YOUR BUSINESS

For years Microsoft has pioneered office productivity software. To meet the ever-changing needs of the business landscape, Microsoft has built Teams to foster video and audio conferencing, team collaboration, file sharing, and the integration of third-party applications.

Microsoft Teams allows employees to meet virtually from wherever they collaborate on the same projects, and enhance their productivity of the organization. And since many businesses play for the Microsoft 365 licensing, Microsoft Teams is already included.

Microsoft Teams offers employees to meet virtually from wherever they collaborate on the same projects, and enhance their productivity of the organization. And since many businesses play for the Microsoft 365 licensing, Microsoft Teams is already included.

4 FEATURES THAT MAKES MICROSOFT TEAMS A MUST-HAVE

- Meetings with coworkers: Microsoft Teams allows for any employee to join a meeting. Meetings in Microsoft Teams let participants share their screens, share files, and share their calendars.
- Collaborate in real-time: Organizations can easily access a shared workspace to share files, documents, and more. Employees can edit files in real-time, even during meetings.
- Send instant messages: Microsoft Teams helps reduce the number of emails sent. Employees can send instant messages, share files, and more.
- Make & receive phone calls: Employees can make and receive phone calls directly through the app. Employees can manage their 365 calendar.

HOW WACHTER CAN BUILD A MICROSOFT TEAMS ROOM

With the many rich features Microsoft Teams offers, it's no wonder why it's become a must-have for organizations. As a nationwide solutions integrator, Wachter is the perfect partner to design and install a Microsoft Teams Room for your organization. Wachter's trained audiovisual services team have deployed a Microsoft Teams Room across the nation to meet the communication needs of clients everywhere.

Schedule a free consultation today • wachter.com/microsoft-teams

WACHTER.COM/MICROSOFT-TEAMS | 479-725-3959

GETTING BACK TO WORK WITH TOUCHLESS MEETINGS

Connecting Employees Safely During Unusual Times

What will business meetings look like when employees can safely return to their normal workplaces? The SARS-CoV-2 (COVID-19) pandemic has radically changed business operations. Some companies are able to return in phases safely, but this doesn't mean all of your employees can come back into the office immediately or all at once.

As employees are able to return to their usual offices, business meetings will look different. With touchless meetings, employees can connect and collaborate safely.

Scalable Audio-Visual Solutions for Touchless Meetings

Wachter's team can integrate a variety of scalable video and audio-conferencing solutions that allow employees to schedule meetings easily. Our technicians install the equipment that you need to effectively run your meetings.

We'll work with you to understand your needs to enhance your virtual meetings in a pandemic world.

4 Touchless Meeting Technologies

- Proximity Join: The meeting room recognizes you and allows you to begin, join, or stop.
- Voice Control: Voice control for meetings integrates Google Assistant — to control the room.
- Smart Phone Control: With smart phone control, just 1 web page that provides the same you don't have to use a shared screen.
- Digital Signage: Digital signage throughout the room provides updates of social distancing, share current CDC and public health guidelines, and more.

While the technology isn't new, the pandemic has made digital signage a crucial way to communicate important information quickly and consistently.

How We Deploy Touchless Meeting Solutions

Wachter's own dedicated W2 technicians can be deployed to multiple campuses, on time and on budget. Our goal is to ensure you can host meetings in your conference and huddle rooms safely as there are many video conferencing programs, Zoom, Cisco WebEx, Microsoft Teams, Go to Meeting, and more.

Contact with Wachter's Audio and Visual Engineering team to see how touchless meetings can work for your business.

wachter.com/TouchlessMeetings | 479-725-3959

Think 6 & reduce the number of bags used

With your help we can save \$50M

Try to 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, 1 item

Incorrect: 2 bags, 2 items

Correct: 1 bag, 6 items

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

Reduce the number of bags used.

Try to to pack at least 6 items in each bag.

Resources

- For proper bagging procedures please refer to: SCP ID 10448
- 99 Supplies Hotline: 1-700-925-6278 | Option 2, Option 4 and Option 2

Walmart

2013 Ivie Walmart Marketing Team

CREATIVE

28 Tabs
1,946 Pages

92 Proofs
354 Pages Printed

46 Total Folders

72 40 15 85

DIGITAL

Super Saver

Capabilities

- 31 Videos
- 105 Banners
- ABC 11001 Languages

DIGITAL ASSET MANAGEMENT

65+ 22k+ 150k+

PROJECT MANAGEMENT

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

TECHNOLOGY

MATT Lightroom Savings

Marketing Calendar

Marketing Portal

PRODUCTION

Radio: 479 Pages Proofed

Video: 321 Pages Translated

Holding Fees: 60 Pages Reviewed

BILINGUAL

479 Pages Proofed

321 Pages Translated

60 Pages Reviewed

SOCIAL

Facebook: 1,649

Twitter: 2,339

YouTube & Other Images: 2,508