

JON BAKER

ART DIRECTOR | Brand Systems • Campaigns • Packaging • Retail • Digital

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PROFESSIONAL SUMMARY

Art Director with 20+ years of experience turning complex creative problems into cohesive brand systems across identity, packaging, retail, digital, campaigns and content. Combines hands-on design with team leadership, production knowledge and systems thinking—comfortable building the work, directing others, or moving between both. Career spans in-house brand leadership, shopper marketing and national retail, including a broad digital and product-content transformation at Explore Scientific that contributed to 185% e-commerce sales growth.

CORE EXPERTISE

Art Direction • Brand Systems • Visual Identity • Packaging • Retail / Shopper Marketing • Campaign Development • Digital Design • Print / OOH • Product Launches • Creative Leadership • Team Development • Production Direction • Vendor Management • AI-Assisted Creative Workflows

CONCURRENT INDEPENDENT PRACTICE

JON BAKER PRODUCTIONS — Jacksonville, FL
Independent Brand, Design & Content Practice | 2014–Present

Project-based freelance and self-directed creative work maintained alongside full-time roles and between positions, spanning brand development, design, packaging, digital content, photography and motion.

PROFESSIONAL EXPERIENCE

THE OUTSET GROUP — Jacksonville, FL
Director of Marketing, Content & Brand Management | 2024–2026

- Led creative and content development across three businesses, translating company priorities into brand, sales, digital and campaign work; campaigns increased qualified leads 47% and impressions 104%.
- Worked directly with ownership to shape creative direction and streamline production, reducing creative timelines 35–40% while remaining hands-on from concept through final execution.
- Directed a website redesign that increased conversions 28%; managed approximately \$4K–\$5K in monthly paid media with ROAS up to 3.2x.

WACHTER, INC. — Remote
Senior Art Director | 2019–2022

- Developed brand, sales, digital, event and content materials supporting multiple business lines within a national technology and services organization.
- Translated complex technical products and services into clearer visual communication for customers, sales teams, events and internal audiences.
- Planned and directed complex production, including a multi-day California studio shoot for Wachter's NOVA medical equipment, coordinating cast, camera crew and hospital-set production.

EXPLORE SCIENTIFIC LLC — Springdale, AR
Creative Director & Producer | 2014–2019

- Rebuilt the creative and marketing system across three in-house brands—Explore Scientific, Bresser and Explore One—creating a more consistent presence across e-commerce, packaging, product imagery, retail, trade shows and content.
- Led the move to Shopify and rebuilt product presentation with new photography, product information, digital merchandising and brand content, contributing to 185% e-commerce sales growth.
- Created scalable workflows for product photography, content development, design standards and production handoff across a large and expanding product catalog.
- Developed brand identities, packaging and launch materials for new product lines, including FirstLight and licensed product programs associated with National Geographic and Discovery.
- Built audience-focused storytelling beyond traditional product promotion through educational content, community engagement, astronomy-event coverage, QVC support footage, an on-location interview at NASA's Jet Propulsion Laboratory, and the self-directed Star Chasers documentary.
- Hired and developed internal design support as the creative workload expanded, transitioning production responsibilities to the team while maintaining creative direction and brand consistency.

PROFESSIONAL EXPERIENCE — CONTINUED

IVIE & ASSOCIATES — Embedded at Walmart, Bentonville, AR

Art Director & Manager | 2011–2014

- Managed an 8-person design team supporting internal Walmart stakeholders across national retail programs and corporate communications.
- Directed workflows, reviewed creative and helped maintain quality and accountability within a fast-moving, stakeholder-heavy environment.
- Supported nationwide retail rollouts reaching 4,000+ locations, along with high-visibility corporate and executive presentation materials.
- Built deep working knowledge of large-scale retail systems, complex approval structures and execution across one of the world's largest retailers.

MARKETING DRIVE — Bentonville, AR

Art Director | 2009–2011

- Developed shopper-marketing and retail creative for Walmart-facing programs at a specialized agency serving national consumer brands.
- Contributed to work for P&G, Kellogg's and Mars, translating established brand strategies into practical point-of-sale, display and in-store executions.
- Created integrated retail materials across promotional, display and shopper touchpoints, building the foundation for later work in national retail and brand systems.

OUTDOOR CAP COMPANY — Bentonville, AR

Product Development Director | 2003-2009

- Advanced from entry-level graphic design into product-development leadership as responsibilities expanded beyond design into project ownership and execution.
- Directed design and development across licensed and branded headwear programs serving motorsports, outdoor and specialty-retail categories.
- Managed partnerships including MLB and NASCAR programs while coordinating product development with overseas manufacturing resources.
- Built an early cross-functional foundation spanning design, production, timelines, vendors, manufacturing and bringing physical products from concept to market.

EDUCATION

Associate of Arts in Graphic Design — Oklahoma State University Institute of Technology, Okmulgee, OK

TOOLS

Design & Production: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

AI-Assisted Creative: ChatGPT, Gemini, Grok and Adobe generative tools for ideation, image development and production workflows

SEE HOW I APPROACH THE WORK - 2 MINUTES

Intro to the RENDER brand-system case study



SCAN TO WATCH | youtu.be/5teInj57ye0