



# Mark Baker

Senior Creative Designer

London, UK

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## Languages

English (Fluent)

## About

I have worked in the Advertising & Design industry since leaving School and getting an apprenticeship as a paste up artist and camera operator - soon to be replaced by the Apple Mac, I can remember being told don't worry - it will never catch on! I now have over 25 years Large London Agency experience, skilled in all aspects of Adobe Creative Suite. You can see some examples of my work @ [www.cratch.co.uk](http://www.cratch.co.uk)

### BRANDS WORKED WITH

Cratch Creative Design Agency

D'Arcy - Bmp/ddb

Dennis Publishing/ifg Magazines

Edward Briscoe Associates

GP Design Partnership

KD Design

Miles Calcraft Briginshaw Duffy

Rebus Advertising

Tag World Wide

the Electronic Studio/abbott Mead Vickers

## Experience

### Senior Creative Artworker

Cratch Creative Design Agency | Jan 2010 - Now

I run and own a Full Service Creative Studio Based in Rye, East Sussex. [www.cratch.co.uk](http://www.cratch.co.uk) April 2002 - February 2003 June 1998 - March 2002 September 1996 - June 1998 September 1992 - September 1996

### Freelance Senior Creative Mac Operator

Tag World Wide |

Working on a free lance basis for all of TAG's very busy studios all over London, Including: Mother, Smoke & Mirrors, AMV, CHI, Elvis, Tngine Group, FCB, Grey, Publicis, JWT, Krow, Leagas Delaney, Leo Burnett, M&C Saatchi, Oglivy & Mather, Wieden & Kennedy to name but a few!

### Freelance Senior Creative Designer

GP Design Partnership |

Designing Posters, Standees, DVD Covers, Onbodies, Promotional merchandise and Packaging for the Film and Gaming Industry. Producing Adverts for National Press and Magazines.

### Freelance Senior Creative Artworker

Miles Calcraft Briginshaw Duffy |

Working on a wide variety of Blue Chip accounts producing campaigns for National Press and large format Poster Campaigns.

### Freelance Retoucher/Senior Creative Artworker

Dennis Publishing/ifg Magazines |

Constructing front covers and feature article composites in photoshop for Bizarre magazine, and page layouts for mens publication Jack and the adult comic Viz.

### Senior Creative Artworker

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Dealing with all aspects of running a very busy studio, working on both advertising and design accounts such as Pretty Polly, HeartFM and Alitalia Airlines. Producing poster campaigns, press ad's, packaging, point of sale and direct mail. All artwork taken from initial brief through to production.

### Senior Creative Mac Operator

D'Arcy - Bmp/ddb |

Senior Creative Mac Operator/Assistant Studio Manager Working on large range of above and below the line accounts producing a vast array of posters, press advertising, packaging, TV story boards and end frames for a large number of clients from concept through to print ready artwork, developing a wide range of image manipulation and typography skills in the process. Being able to work unaided to tight deadlines over and above normal hours was often required. Also liaising with clients, art directors, suppliers and handling all aspects of running a very busy studio. FREELANCE Senior Creative Mac Operator Working for a large number of London Design and Advertising Agencies including Abbott Mead Vickers, Bates, McCann Erikson, JWT, M&C Saatchi, Leagas Delaney, Publicis and DMB&B to name but a few. Working on more or less every kind of advertising medium that you can think of. I have also worked for several magazine publications, producing design and layout for various magazines and brochures one of which required me to art direct and layout a golf magazine in Florida.

- **Senior Creative Artworker**

the Electronic Studio/abbott Mead Vickers |

Working in a large team on various projects and accounts producing artwork from concept to finished article. Later to be working full time on all aspects of Comet Electrical retail account and a large number of holiday brochures and press and poster campaigns.

- **Senior Creative Artworker**

Edward Briscoe Associates |

Middle weight mac operator, creating artwork from concept through to finished artwork on wide range of brochures, packaging, corporate identity, report and accounts, direct mail, press and poster advertising.

- **Senior Creative Artworker**

Rebus Advertising |

Mac operator trainee and traditional paste-up and PMT camera operator.



- **Partner**

KD Design | Jan 2006 - Dec 2009

Working as a partner in a small Design/Advertising agency. We produced a wide range of advertising, design, websites and brochure work for several large clients including Arval, Travis Perkins Group, Haymarket Publishing and American Express. July 1989 - September 1992 March 1988 - July 1989