



# JOHN BAKER

## UX/UI/GRAPHIC DESIGNER

### CONTACT

ADDRESS  
3220 5th Ave N .  
Apt. 1 Grand Forks, ND

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701.739.5178

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john@truenorthdesigns.co

### EXPERTISE

Digital Marketing

Journey Mapping

Web & App Design

UX/UI Design

### SKILLS

Photoshop

Illustrator

AfterEffects

InDesign

XD

Creativity

Flexibility

Team Player

Personality



### PROFILE

Graphic designer and a student of user experience design. Got Started doing freelance work for agriculture and heavy machinery companies. Most of my work has focused on digital media, campaigns, brand identity, web design, animation, and motion design.



### WORK EXPERIENCE

**Perficient** / UX/UI Designer, Graphic Designer  
NOV. 2018 - MAY 2020, FARGO, ND

Created social posts, researched products, created and animated online ads, designed email ads. Prototyping of wireframes and design of landing page. Customer journey mapping. Major clients were Bobcat, NuAire, and Trex

**YieldFlexx** / Graphic Designer  
MAY 2016 - MAY 2018, WENDELL, MN

Lead in the design, development and implementation of the graphic, layout, and production communication materials. Created and distributed promotional content at ag conferences.

**True North Designs** / Freelance Designer  
May 2015 - PRESENT, FARGO, ND

Created brand identity for clients, designed websites, illustrated logos and graphics



### EDUCATION

**Minnesota State University of Moorhead** / BFA in Graphic Design  
2015 - 2018, MOORHEAD, MN

GPA 3.2/3.8 Made Dean's list every semester  
Earned college experiences working 30 hrs. per week while enrolled full time.

**Jade Presents** / Design Intern  
May 2018 - SEP.2018, FARGO, ND

Designed logos, Illustrated graphics, Created brand identity for Fargo Taco Fest