

Darnell Baker

Creative Leader | Marketing Jedi | Visual Storyteller

Award-winning, multi-disciplined creative and marketing leader with 12+ years of experience in brand strategy, multimedia design, UI/UX, and performance marketing. Known for transforming brand ecosystems, leading cross-functional teams, and executing data-driven campaigns that drive engagement, reduce CAC, and elevate customer experience. Equally fluent in visual storytelling and performance analytics, bringing together creative vision and business strategy.

EXPERIENCE

Creative Marketing Manager

Deese Elite Concrete Coatings | July 2025 – Present

- Overseeing a \$100K monthly marketing budget across Meta, Google, YouTube, and broadcast TV, and radio while reducing spend by 30%, increasing ROAS, and lowering CPL through optimized media allocation and creative testing.
- Strategically developing and executing high-performing Google Performance Max and Meta ad campaigns including creative direction, copywriting, and audience targeting, resulting in a measurable increase in qualified leads and a significant reduction in lead acquisition costs across both platforms.
- Spearheading the company's full brand development, leading a comprehensive rebrand across visual identity, messaging, website, sales collateral, and marketing assets to create a cohesive and differentiated brand ecosystem.
- Successfully managing a lean in-house team that includes creative marketing associates and first impression/customer service associates while aligning creative output and inbound lead response to drive customer acquisition and brand trust.

Senior Multimedia Designer

TOTO USA | Feb 2024 – June 2025

- Spearheaded the redesign of the company website using atomic design systems, strategic UX research, and human-centered UI design resulting in the increase of user engagement, session time, and experience satisfaction.
- Conceptualized and directed filming and editing of TOTO's How-to-Install videos, achieving 100K+ views and improving trust among professional and DIY audiences.

Lead UI Designer (Contract)

Ammunition Agency | Oct 2023 – Feb 2024

- Championed the design of high-fidelity UI mock-ups and interactive prototypes for diverse advertising campaigns and clients, adhering to strict brand guidelines and enhancing user interactions.
- Developed and maintained client design systems ensuring design consistency and efficiency across all projects, facilitating team collaboration.

CONTACT

[linkedin.com/in/darnell-baker](https://www.linkedin.com/in/darnell-baker)
www.darnellbaker.design

KEY SKILLS

- Brand Design + Strategy
- Interaction Design
- Journey Mapping
- Digital Marketing
- Social Media Marketing + Management
- Information Architecture
- Quantitative Research
- Contextual Research
- Wireframing + Prototyping
- Graphic Design
- Data Visualization
- Front-End Development
- Design System Management
- Print Design
- Presentation Design
- Photography + Photo Editing
- Motion Graphic Design
- Videography

EDUCATION

General Assembly

UX Design Immersive - 480+ hours
September 2021 - December 2021

Georgia Southern University

Marketing; Communications
August 2004 - May 2007

- Actively participated in agile sprint cycles, ensuring timely delivery of designs and prototypes, while collaborating with the development team to address design-related issues.
- Conducted regular design reviews and critiques, fostering an iterative design process within the team and improving the quality of UI designs.

Lead Visual Designer

OneSolution | Apr 2023 – Aug 2023

- Piloted the company's website redesign, overseeing all aspects of UI and UX design to align user needs, business objectives, and aesthetic considerations, resulting in a 20% increase in website traffic, a 15% boost in user engagement, and a 10% rise in conversion rates.
- Led all design projects including digital and print ensuring design standards and best practices were met while successfully managing project budgets, timelines, and external vendors.

Senior Design Specialist (Contract)

Bongo Media | Jan 2023 – Apr 2023

- Managed a team of designers while performing UX research, UI design, and the development of marketing assets contributing to the improvement of user experiences and brand representation.
- Championed the utilization and expansion of the company's design system, enhancing design consistency and streamlining workflows, resulting in a 30% improvement in design team productivity.
- Fostered a culture of creativity and innovation, mentoring junior designers, and facilitating their professional growth through thought leadership, leading creative reviews, and nurturing skills.

Art Director (Contract)

Chick-fil-A | May 2022 – Dec 2022

- Led a creative team in support of the in-house agency with creative design projects for their fall, winter, and spring marketing campaigns and market requests.
- Spearheaded creative ideation, design exploration, and execution of compelling assets while assuring brand standards, deadlines, and budgets were met and exceeded.
- Successfully communicated and presented concepts and rationale to senior leadership and stakeholders during internal review processes and meetings.

Senior Graphic Designer

Kellen Company | Jan 2020 – Jan 2022

- Lead designer on variety of design projects such as brand design, info graphics, meeting themes, motion visuals, event-based material,
- Led and executed design explorations optimized for digital, print, and other mediums resulting in over 400 successfully completed client projects.

RECENT HIGHLIGHTS

Level Up - Lead Designer

Coca-Cola Company

October 2023

Lead designer for Coca-Cola's annual Level Up Week. Worked with the renown beverage brand Simply designing their deck presentation for 2025 marketing initiatives.

AIGA Keynote Speaker

American Institute of Graphic Arts

February 2023

Was requested to be the keynote speaker at AIGA's monthly ATL InSider webinar event. Discussed with fellow creatives my creative journey and how I navigate the industry as a self-taught creative leader.

[Listen here](#) on Spotify.

YDC Keynote Speaker

Youth Design Center

March 2023

Was asked to participate as keynote speaker for the prestigious non-profit Youth Design Center based in Brooklyn, New York. Spoke to a group of inner-city youth graduating from YDC's Creative Apprenticeship Program on perseverance, hard work, and overcoming imposter syndrome.

AWARDS

Luminary Best of Business Award

Kellen Company - 2021