



SCOTT A BAKER

503 956 5291

scott@ideateandcreate.com

ideateandcreate.com

EXPERIENCE

Ideate & Create - ideateandcreate.com

August 2001 — Present: Principal

Design business, working with clients on brand identity, creative directives, presentations, websites, direct mail, brochures, catalogs, and photo retouching. Manage projects from initial concepts to final production.

Clients & work completed:

APPLE Working with the experiential design team for Apple TV+ and Apple Music on: Deck design, Premiere/Event graphics including; signage, invites, menus, apparel, and packaging

NIKE Seasonal deck communication, seasonal category creative directives/visual centers design & production

TILLAMOOK Packaging design & production

CANARY, A GOULD EVANS STUDIO Environmental graphic design of architectural projects for San Francisco University Athletics, Kansas University Athletics, & concept design for RFQ proposals

LUNDBERG RICE Packaging design & print production, 3D mock-ups of packages

HIGH DESERT PARTNERSHIP Re-branded logo system for the parent organization and six sub-organizations, style guides, signage design & production

CURA CANNABIS/SELECT CBD (Now CuraLeaf)
Brand, packaging, signage design & production

ADX PORTLAND Digital marketing campaign design & production

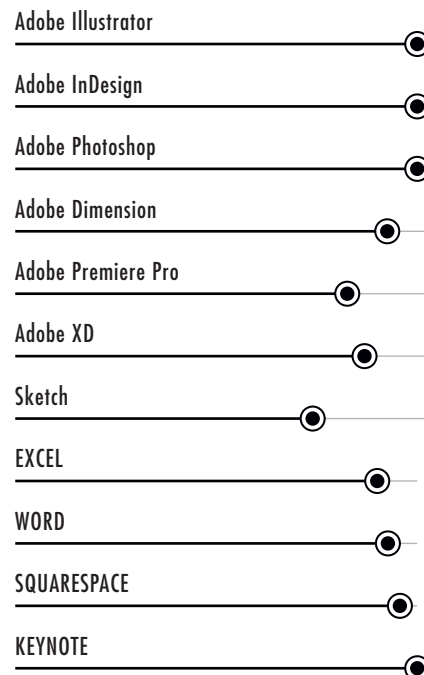
OREGON PUBLIC HOUSE Founder/Board member/CD brand, logo, signage, marketing, digital design & production

US TENNIS ASSOCIATION PNW Marketing, annual report, fundraising campaigns design & production

ACHRONIX SEMICONDUCTOR CORPORATION
Re-branded corporate logo & style-guide system

LEWIS & CLARK COLLEGE ATHLETIC DEPARTMENT
Hall of Fame brand design, gymnasium signage, individual programs design & production for; Basketball, Football, Volleyball, Track & Field, Soccer, Swimming, & Tennis

TOOLS



EDUCATION

Oregon State University - BFA in Graphic Design



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EXPERIENCE continued

WeMake

December 2011 — December 2015: Founding Member

Born from the idea of creating a platform that fosters art and design within our community through hands-on experiences, workshops, and design in action initiatives. WeMake hosted sketchXchange's every month for a night of inspiration, drawing, & a chance to peep into the sketchbooks of some of Portland's favorite illustrators. WeMake also coordinated discovery workshops with Portland's craftsmen community. Vice president of operations.

The Brigade

August 2011 — June 2015: Member

A design cooperative that collaborated with companies to build teams around individual projects. Shared a passion for user centered design, music and technology, and focused on building apps and interactive experiences for leading brands including Spotify, Mindjet & Intel.

Gray Box

August 2011 — May 2014: Member

A design collective, building teams around individual projects. Brand & marketing design included: brand identity, creative directives, presentations, websites, brochures, catalogs, & photo shoot art direction & photo retouching.

Anton Kimball Design

October 2005 — August 2011: Designer / Project Lead

Specialized in brand development, product identification & promotional retail packaging. Managed simultaneous, multi-tiered projects spanning from initial sketches to final production. Facilitated client meetings, presented concepts, revisions & final art, along with photo shoot art direction & photo retouching.