

# KYLE BAKER

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[Kyle-Baker.com](http://Kyle-Baker.com)

## EXPERIENCE

2010 - Present

Red Hat, Inc. | Wesford, MA

### VISUAL DESIGN LEAD

Lead efforts to successfully standardize our companies visual identity and interaction design for all enterprise web applications across the company. This includes 25+ applications and 90 member UXD team. Evangelize across the UX team and company. Lead design and mentor junior associates with strategy and design reviews. Help with team building; define processes for engagement with product teams.

### SENIOR INTERACTION/VISUAL DESIGNER

Senior member responsible for the research and design of key product areas. Lead designer responsible for the holistic user experience of the #1 revenue generating web application at Red Hat. One of the original members of the User Experience team which grew from just me to 90 members. I developed methods to foster a design culture within a very passionate engineering and open source driven environment.

### INTERACTION/VISUAL DESIGNER

Responsible for the research and design of multiple Linux management products. I was responsible for interaction design as part of a rapidly growing multi-disciplinary team. I worked directly with product managers and engineers to prioritize, specify, and deliver user experiences.

### ASSOC INTERACTION/VISUAL DESIGNER

As an original member of a newly formed User Experience Team my role was to engage with key product areas defining expectations for the newly formed practice. I worked directly with Product Managers and Engineers to prioritize, specify, and deliver user experiences.

2008-2010

### ART DIRECTOR

Tracey Edwards Company | Bedford, NH

As an Art Director my responsibilities are concepting, production, & presentation of digital and traditional media. From a brief, I create an initial look and feel and make the product come to life. I carry the concept from design to the finished product. I lead all emerging digital efforts. I was primarily responsible for managing and developing the look, feel and appeal of interactive presentations based on client business objectives. These efforts included consumer experiences across both traditional desktop and the emerging mobile markets.

2007-2008

### GRAPHIC DESIGNER

Glenwood Distributors, Inc. | Erie, PA

My responsibilities included production of various print design from concept through to production. Creation of print templates and point of sale as well as large scale signage. I produced large format digital prints and other printed materials.

2007

### GRAPHIC DESIGNER - CO-OP

Core Creative, LLC. | Erie, PA

Operated as primary designer jumping from interactive to branding projects. Gained experience working for multiple recreational clients, and created the visual base for multiple campaigns.

2006-Present

### FREELANCE

Various

Art direction for a variety of clients requesting everything from print and merchandising to application interfaces. Worked directly with clients under tight deadlines to complete projects.

## EDUCATION

2003 - 2007

### EDINBORO UNIVERSITY OF PA

BFA, Applied Media Arts

## REFERENCES

Available on request or  
[www.linkedin.com/in/kybaker](http://www.linkedin.com/in/kybaker)