

AMANDA BAKER

HEAD OF BRAND & CREATIVE | CREATIVE DIRECTION | BRAND SYSTEMS | CREATIVE OPERATIONS

CONTACT

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PROFILE

Senior brand and creative leader with 15+ years' experience building, directing and delivering brand identities, multi-channel campaigns, product launches and creative systems across agency and in-house environments. I combine creative direction with the operational leadership needed to turn ambitious brand thinking into consistent, high-quality work across digital, print, retail, packaging and experiential touchpoints. Experienced in leading and mentoring designers, shaping briefs with senior stakeholders, improving creative workflows, managing budgets and suppliers, and protecting brand consistency through clear guidelines, governance and scalable ways of working.

CORE STRENGTHS

- Brand strategy, identity development and visual systems.
- Creative direction across campaign, digital, print, packaging, retail and experiential.
- Team leadership, mentoring, feedback and creative quality control.
- Creative operations, workflow design, governance and process improvement.
- Stakeholder management, senior-level communication and brief development.
- Photoshoot, launch, pop-up, trade show and retail activation delivery.
- Budget management, resource planning, supplier management and production oversight.
- Adobe Creative Suite, Figma, PowerPoint, Sketch, Monday, Jira and WordPress

TECHNICAL SKILLS

- Comfortable briefing and art directing motion, animation, development, print and production specialists.
- Adobe Creative Suite:** Illustrator, Photoshop, InDesign, After Effects, XD.
- Figma
- Sketch
- Microsoft Office:** Word, Excel, PowerPoint
- Project management: Asana, Jira, Monday, Basecamp

LEADERSHIP PROPOSITION

- Brand leadership:** Own brand vision, visual identity, tone and creative standards across multiple touchpoints, ensuring every output feels coherent, considered and commercially aligned.
- Creative direction:** Translate business objectives into strong creative concepts, campaign platforms and practical creative routes that teams can execute with confidence.
- Team development:** Lead, mentor and motivate designers and creative partners, creating a calm, collaborative environment where quality, pace and accountability can coexist.
- Creative operations:** Build the structures behind great creative work: better briefs, cleaner workflows, quality control, approvals, resourcing, supplier management and delivery governance.

WORK EXPERIENCE

CREATIVE OPERATIONS & PROJECT MANAGER SPACE | 2021 - PRESENT

- Lead complex creative delivery across brand, campaign and digital projects, acting as the link between strategy, creative concepting, production and final delivery.
- Partner with senior stakeholders to clarify objectives, shape briefs, define deliverables and ensure creative work aligns with brand, commercial and audience goals.
- Oversee multi-disciplinary teams across creative, content, development and production, keeping quality, timelines, budgets and resource requirements visible and controlled.
- Support creative direction by translating ideas into clear, deliverable outputs, helping teams move from concept to execution without losing the strength of the original thinking.
- Improve workflows, review stages and delivery processes to increase consistency, efficiency and confidence across concurrent creative workstreams.
- Manage end-to-end delivery across websites, presentations, campaigns and brand-led projects, balancing creative ambition with practical delivery requirements.

CREATIVE CONSULTANT FREELANCE | 2018 - PRESENT

- Partner with clients across branding, digital, campaign and experiential projects, bringing together creative direction, strategic thinking and hands-on delivery.
- Develop brand identities, visual systems and creative concepts across digital, print, social, OOH and experiential touchpoints.

A M A N D A B A K E R

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A W A R D S

PURE BEAUTY AWARDS

2015 Gold Winner
2017 Gold Winner
2018 Gold Winner
2018 Short-listed - 2 Categories
2018 Editor's Choice Award

E X T R A S

VIVONA BRANDS EMPLOYEE AWARDS

Highest Achiever
December 2019
Loyalty Award
December 2017
Team of the Year Award
December 2016

R E F E R E N C E S

UPON REQUEST

W O R K E X P E R I E N C E C O N T I N U E D

- Create UI designs, campaign assets, social media content, branded presentations and visual concepts for physical environments.
- Shape animation and motion projects through storyboarding, art direction, messaging and asset creation.
- Work closely with clients, developers, marketing teams and suppliers to deliver cohesive, high-quality creative from concept to completion.
- Provide senior creative input to strengthen brand consistency, elevate visual standards and ensure creative supports commercial objectives.

CREATIVE STUDIO MANAGER VIVONA BRANDS | 2018 - 2020

- Led an in-house creative studio delivering brand, packaging, product launch, retail, social, photoshoot and experiential work across multiple beauty brands and markets.
- Managed and developed a design team, including junior and intern talent, creating a supportive culture focused on high standards, collaboration and progression.
- Directed creative delivery for new product launches, campaigns, pop-ups, trade shows and retail experiences, ensuring ideas were executed consistently across physical and digital touchpoints.
- Worked closely with marketing, product, commercial and senior stakeholders to align creative output with business goals, launch plans, timelines and budget requirements.
- Oversaw photoshoots from concept and planning through to art direction, production coordination, asset delivery and final usage across channels.
- Introduced stronger workflows, file structures and approval processes to improve team efficiency, creative consistency and output quality.
- Managed external suppliers, budgets and production partners across print, retail display, experiential build, photography and campaign delivery.

SENIOR DESIGNER VIVONA BRANDS | 2012 - 2018

- Played a central role in developing brand identities, packaging systems and creative campaigns across multiple product lines and consumer beauty brands.
- Designed and delivered creative assets across packaging, print, social, digital, POS, retail display and launch campaigns.
- Created and maintained brand guidelines and visual systems, supporting consistency across internal teams, external partners and international markets.
- Collaborated with marketing, product and commercial stakeholders to develop creative concepts that balanced brand appeal, production requirements and commercial objectives.
- Mentored junior designers and supported wider team development while maintaining a high standard of craft across fast-moving project work.

HEAD OF DESIGN ONLY 4 U LTD | 2009 - 2012

- Led the design function across licensed and own-brand product ranges, overseeing creative direction from concept through to production.
- Managed creative output, design quality and team workflow, ensuring ranges were commercially relevant, visually consistent and production-ready.
- Worked with licensors, buyers and global suppliers to translate brand requirements into viable product concepts and finished designs.
- Oversaw the design-to-production process, balancing creativity, cost, quality and supplier capability.