

j. bakari page

creative professional | photographer

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profile

Hey there! I'm a super passionate creative professional; equal parts player and coach! I've got a Master of Fine Arts in Media Design under my belt, and I leverage that knowledge to come up with engaging solutions spanning the marketing funnel. Throughout my career, I've led some fantastic in-house creative teams, and together, we've tackled projects big and small that not only match our strategic goals, but actively push and challenge our creative limits.

I'm all about collaboration, especially with marketing leads, to cook up creative strategies that really vibe with our brand's voice. Teamwork is key, and cross-functional support is critical to fostering a creative atmosphere where awesome ideas can flow and we can smash our business goals.

I'm a bit of a wonk when it comes to design principles and creative best practices. But being comfortable getting in the weeds has been what helps us succeed and our work stand out from the noise! So, if you're up for it, let's team up and dig into a new journey of visual storytelling together! Can't wait to get started!

recent experience

Creative Director Focus Brands

Atlanta | 2018 - 2023

- Led a dynamic in-house creative team, actively designing and overseeing the delivery of creative projects aligned with strategic objectives and exceptional design standards.
- Collaborated with the marketing manager to develop creative strategies that uphold the brand and voice.
- Managed cross-functional teams of designers, copywriters, content developers, web/digital developers, and videographers.
- Ensured adherence to key design principles, creative best practices, and effective writing styles across various media channels.
- Established and maintained relationships with freelancers, photographers, illustrators, consultants, print vendors, and other external partners.
- Fostered a collaborative work environment that inspires dynamic ideas and connects with the organization's business goals.

Creative Director, Senior Graphic Designer IMI Agency

Woodstock | 2011 - 2018

- Crafted compelling solutions for print, web, and packaging, collaborating with project stakeholders.
- Supervised and mentored junior design staff, optimizing department processes and workflows.
- Advocated for the development of the creative team and supported talent cultivation.
- Oversaw brand identity evolution, ensuring consistency and alignment with company goals across all platforms.
- Conducted market research and competitor analysis to identify design trends and insights, adjusting creative strategies accordingly.
- Provided creative vision and direction for key campaigns, influencing all touchpoints from concept to execution.
- Managed relationships with external vendors, photographers, and artists, ensuring high-quality deliverables within budget constraints.
- Established key performance indicators for the creative department, monitoring team's progress and effectiveness.
- Presented creative pitches to internal teams and potential clients, effectively communicating design rationale and its alignment with project goals.
- Balanced creative aspirations with business objectives, ensuring projects are both innovative and ROI-driven.

education

Master of Fine Arts Media Design

Full Sail University

Bachelor of Science Business Administration

Florida A&M University

skills

- Creative Strategy + Leadership
- Design, Layout + Color Theory
- Creative Evangelist
- Process Wonk
- Brand Management
- Cross-Functional Collaboration
- Project Management
- Empath
- Design Principles + Best Practices
- Written and Verbal Communication
- Dot-Connector
- Team Management + Mentoring
- Relationship Building and Vendor Management
- Adobe Creative Suite
- Microsoft Office Suite
- Questioner-In-Chief
- Pixel Pushing
- Fire Starter + Extinguisher
- Picture Taker

social

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