

JOSH BAKER

MAKING QUALITY THINGS FOR MORE THAN 25 YEARS

Critical thinker • I thrive in the designer's pivotal role: synthesizing a product that satisfies the diverse goals of each department's perspective and collaborating from initial concept through the production process.

Team Player • From my earliest gigs helping bands make records, my goal has always been the same: to discover what the project wants to become, and meticulously work towards that goal with each iteration.

Challenge accepted • I look for the silver lining, and see limitations as opportunities for refinement.

DESIGN STUDIO *Principal, 1998–present*

- *Provide a standard of excellence to self-published artists*, guiding them through the complex landscape of a project: concepting, strategy, editing, design, production, logistics, marketing, and publicity.
- *Serve as special consultant* to established publishers, refining in-house processes and creating groundbreaking projects with the highest conceptual and technical standards.

TASCHEN *Art Director, 2005–2022*

- *Credited on more than 150 titles* across genres from art, design, literature, photography, popular culture, science, and travel for the world's preeminent art book publisher.
- *Played a key role in transforming the company* from edgy, budget publisher to a top tier luxury brand.
- *Established and led a design studio*, growing a small editorial office into the primary satellite, and increasing annual output significantly, with titles by our talented team consistently ranking in the top ten bestsellers.
- *Developed a cohesive corporate identity*, from a custom logo down to the tape on the shipping boxes. Enhanced layout & typographic standards to align the fine print with the new production values.
- *Enhanced sales materials* with ad industry-quality photography and illustration, while partnering with the digital sales team on two comprehensive website upgrades.
- *Created newsworthy rollouts* for new titles, producing printed teasers, direct marketing assets, promotional videos, posters, and invitations for launch events, author signings, and VIP events.
- *Reimagined and rebranded existing content* to engage new audiences, including adapting *The New York Times*' "36 Hours" travel columns into a 20+ volume series that sold more than half a million copies.

ELEVEN, INC. *Art Director, 2003–2006*

- *Co-led a team* to develop award-winning print campaigns, taking the creative lead on two decorated annual reports, which served as an excellent entrée into the publishing industry.
- *Adopted the boutique agency's foundational 'everything matters' philosophy*, establishing an invaluable standard to uphold across future projects of all sizes and budgets.

EDUCATION *Bachelor of Arts in English Literature, UC Berkeley, 2002*

AWARDS

Lucie Award 2017, Fedrigoni Special Award 2016, Eisner Award 2011 & 2014, Wallpaper* 2008 AIGA, Black Book AR100, Graphis 2004 & 2005.

REFERENCES

Jean Fruth, Principal, Grassroots Baseball

Nina Wiener, Editor-In-Chief, Mayo Clinic Press

Creed Poulson, Global Director of Sales and Marketing, Taschen

Contact details, full project list, physical samples available on request.