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About Me

I am a husband, a proud father, and a fortunate individual who has dedicated a significant portion of my working life to an industry I love. As an accomplished and motivated professional, I am deeply passionate about integrating innovation, creative thinking, and operational excellence to deliver seamless and captivating customer-focused outcomes. With over 18 years of experience in the dynamic and fast-paced world of multichannel retail, I have successfully led large teams both domestically and internationally. Building and nurturing teams, as well as aiding in the professional growth of team members, means a lot to me as a leader. My expertise lies in strategic leadership, crafting commercial content strategies, and delivering measurable results. Embracing a digital-first mindset, I am committed to fostering collaborative working relationships to drive the achievement of organizational objectives.

My Skills

- Digital Marketing
- Brand & Product Development
- Art Direction
- Innovation
- CX
- Project Management
- Data driven strategy
- Agency collaboration
- Digital & Print Graphic Design
- Customer insights

Career History

Sainsburys | Design and Implementation Manager | September 2019 – Present

My focus is delivering digital content across GM & Clothing, steering its creation and implementation through facilitation and support for both UK and offshore colleagues. Making sure all customer facing content stays within brand guidelines is key.

I'm fortunate that the nature of this role exposes me to key areas and of the business but underlying all I do is the aim to leverage data and insight to optimize success.

- Instilled importance of a mobile first design ethos.
- Successfully transferred design and implementation process offshore.
- Guided offshore design resource towards improved creative output.
- Oversaw successful CMS migration.
- Visited our offshore teams in Mumbai, building stronger relationships.
- Identified skills gap in offshore team and facilitated positive change.

- Delivered on and offshore efficiencies with optimised content pages.
- Continually drive creative output aiming for best-in-class execution.

NEXT | Online Design and Content Manager | August 2012 – September 2018

Led diverse team of 29 designers and copywriters to create captivating content for UK and international websites reporting to the Brand Director. Overseeing an agile in-house creative team adapt swiftly to organizational demands and enhance the online customer experience. Enhanced product presentation with innovative photography, engaging video showcases, and user-generated content to improve website usability.

- Built a multi skilled team to meet changing needs of the business.
- Implemented a new structure and progression strategy.
- Conceptualized and executed the launch of Brands at Next on Next.co.uk.
- Increased customer acquisition by 30K through strategic marketing campaigns.
- Introduced video content to product pages, boosting conversion rates by 3%.
- Introduced CGI to create over 1 million unique sofa images allowing customization.
- Developed internship with the Fashion Retail Academy.
- Established an online imagery studio styling guide.
- Launched international websites and Email marketing.

NEXT | Head of Menswear Creative & Marketing | July 2004 – August 2012

I establishment and led the in-house print/graphic design team, driving apparel graphic developments for multiple product divisions. Noteworthy accomplishments include spearheading the in-house print design initiative, expanding graphic options by 55%, and rebranding menswear tailoring. My team also created all instore POS and advertising. This position required frequent international travel for both research and product development. Additionally, I asked to collaborate with the International Olympic Committee to design TeamGB's opening and closing ceremony outfits for the London 2012 Olympic Games and secured rights to use historic assets in the Olympic Museum for a unique Vintage Olympics collection.

- Designed London 2012 Olympic opening ceremony outfits for TeamGB.
- Owned all licensed London 2012 creative direction for the business.
- Introduced new Next Directory spread design process.
- Established supplier trim directory to aid quality standards.

TEKNIQUES UK | Designer | April 2002 – July 2004

My first professional design position. Working for a fashion design supplier introduced me to the sector I would spend my working life loving, producing commercial garment graphics and embellishments based on market trends and client lead briefings. Having to Foster strong relationships with demanding stakeholders help develop my current work ethic.

Relevant Qualifications

HND Graphic Design | New Collage Nottingham | Sept 2001 – May 2002