

MICHAEL BAXTER

ART DIRECTOR · GRAPHIC DESIGNER

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Art Direction · Brand Identity · Adobe Photoshop · Adobe Illustrator · After Effects · UI / UX Design · Web Design & Development · Team Leadership

Art director and graphic designer with 10+ years across brand identity, advertising campaigns, broadcast design, and digital product. I set creative direction, lead teams, and still do the craft — because I believe the best creative leads can't afford to lose touch with the work. Looking for a lead designer role where that combination of strategic thinking and hands-on execution actually matters.

BRANDID COMMUNICATIONS

2021 – Present

Creative Director & Founder

- Founded an independent creative studio delivering brand identity, advertising, and digital design across multiple industries.
- Own projects end-to-end — strategy, concept, design, production — operating as both creative lead and practitioner.
- Built and maintained a client roster, translating business objectives into creative work that performs.

VANTAGEONE GROUP

2019 – 2021

Creative Art Director

- Directed a team of graphic designers and video editors from brief through delivery across advertising, social, and digital.
- Led major campaigns for Pepsi, JN Bank, Seprod, Rubis, Red Stripe, and other national brands.
- Introduced production workflows and creative standards that raised output quality and shortened revision cycles.
- Built integrated advertising solutions with the internal marketing team across email, content, and social channels.

VANTAGEONE GROUP

Oct 2017 – Jun 2019

Multimedia Designer

- Produced graphics and motion work for brand marketing, social media, and promotional campaigns.
- Maintained visual consistency across all campaign materials spanning print, digital, and social.

SPORTSMAX TV

Sep 2015 – Oct 2017

Graphic Designer

- Designed on-air and digital marketing assets across multiple broadcast channels and platforms.
- Design lead on creative sports projects, shaping the visual language of TV and digital output.

MONUMENTAL PARTNERS

Jan 2014 – Sep 2015

Lead Graphic Designer & Web Developer

- Designed and built client websites, mobile experiences, and social media creative from concept through launch.
- Developed and maintained brand identity systems and guidelines across multiple concurrent client accounts.

UX/UI Design Certificate Google, 2024 Advertising Design Certificate iCreate Institute, 2020 Graphic Design Certificate Vector Technology Institute, 2017
BSc, Information Technology University of the West Indies, 2016