



UEI: Q4WFA77W7SW3

CAGE Code: 05F80

NAICS:

- 541430 – Graphic Design Services
- 541490 – Other Specialized Design Services
- 541512 – Computer Systems Design Services

Core Competencies

- Web Design & Development: Custom, responsive websites built to government standards (Section 508 compliant, mobile-first)
- Graphic Design: Logos, infographics, signage, reports, presentations, and digital marketing assets
- Publication Layout: Books, manuals, brochures, training guides (print & digital-ready)
- Brand Identity: Logo systems, brand style guides, campaign collateral
- Signage & Environmental Graphics: Internal, public-facing, and event signage with professional impact

Differentiators

- Over 5 years of federal and public sector design experience with Public Trust clearance
- Expertise with secure systems, compliance, accessibility, and technical documentation
- Proficiency in Adobe Creative Suite, Oracle WebLogic, ServiceNow, SQL, VMWare, and Microsoft technologies
- Dual competency in design + systems — a rare combo offering seamless collaboration

with IT and developers

- Agile small business with the polish and professionalism of a full-scale agency
- Certified African American Woman-Owned Small Business
- **Micro-Purchase Ready | Accepts Government Purchase Card (P-Card)**

Past Performance

- **Federal:** Department of Veterans Affairs (VVA Program) – Provided Tier 2 support, data analysis, branding, and web content design
- **Healthcare Sector:** Designed and maintained ElderServeInc.org, a public resource site for senior health services
- **Retail & Lifestyle:** Created ElevatedCupcakes.com, an ecommerce platform for boutique baked goods
- **Community & Nonprofit:** Designed brand identities, logos, and event materials for local initiatives and small businesses
- Additional project samples available upon request

Company Information

Company Name: Baker Reise | Creative Solutions

Website: www.baker-reise.com

Contact: Makesa Potts

Email: makesa@baker-reise.com

Phone: 502-466-2466

Business Type: Small Business

Location: Louisville, KY

Certifications:

- Woman-Owned Small Business (WOSB) (*pending SBA cert*)
- Minority-Owned (African American)
- SAM.gov Registered
- DSBS Profile Active