

Bailey Wilson

GRAPHIC DESIGNER

SUMMARY

Highly skilled and creative graphic designer with over 10 years of experience in the communication, graphic design, and print industries seeking a challenging and dynamic position where I can utilize my strong design skills and attention to detail to create visually stunning and effective designs. My goal is to contribute my expertise and passion for design to a team that values innovation and collaboration.



PHONE:
(478) 230-2312



EMAIL:
baileywilsondesigns@gmail.com



WEB:
baileywilsondesigns.com



LOCATION:
Milledgeville, GA, USA

EDUCATION

2012
Bachelor of Arts
Broadcast & Electronic Media
Georgia College & State University
Milledgeville, GA

SOFTWARE

- Adobe (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro)
- QuarkXpress 2019
- Procreate
- Canva
- Wix, Squarespace
- Fiery Command Workstation
- Imposition Wizard
- MS Office (Excel, Word, PowerPoint, Outlook)
- Printer's Plan Print Shop Management Software
- Basic HTML
- Windows, Mac

EMPLOYMENT HISTORY

2019
Present

Graphic Designer

Georgia College & State University | Creative Services | Milledgeville, GA

Proficient in determining printing specifications and working with vendors to obtain bids, as well as in preparing files for both offset and digital printing. Develop a wide range of creative designs for various projects, including presentations, brochures, advertisements, and more. Skilled in designing and preparing graphic elements for use on the university website and other online outlets, and in managing the design, production, printing, and delivery of projects. Strong ability to collaborate with clients and team members to produce materials that adhere to the GCSU brand standards and support its messaging, vision, and goals. Effectively manage and prioritize concurrent projects in a fast-paced environment, meeting tight deadlines while maintaining a high level of quality. Serves as an authorized Purchase Card (P-Card) Holder for the Creative Services department.



"The Bright Idea Award for Outstanding Process Improvement"
2021- 2022 GCSU Celebration of Excellence Award Ceremony
Creative Services Department

2019
2017

Administrative Assistant for Communications

Georgia College & State University | Admissions | Milledgeville, GA

Developed and implemented comprehensive communication plans and strategies, including website maintenance and content development. Audited, tracked, and processed adjustments to high volume print inventory, as well as produced streamlined production of policy manuals and educational materials. Supervised and monitored student workers and created a variety of communication materials to aid in recruitment and retention efforts. Collaborated closely with enrollment management leadership team to enhance recruitment and retention initiatives, and to plan specific communications designed to showcase the university and promote student academic success.



Member and Creative Strategist for the 2018-2019
Enrollment Management Customer Service Training Team

Member of the 2019 AdmitHub Implementation Team
Developed an integrated chatbot for the GCSU university website

BW

BAILEY WILSON

EQUIPMENT

- Roland TruVIS VG2-540
Wide-Format Printer
- XEROX C9065-C9070
Digital Press
- AutoCreaser Pro 50
- iMac, iPad

EXPERTISE



- Print and Web Layout
- Print Production
- Digital and Wide-Format Printing
- Illustration
- Logo Design
- Marketing and Branding
- Originality
- Critical Thinking
- Multitasking
- Organization
- Self-Motivation
- Flexibility
- Team Building
- Communication
- Customer Service
- Process Mapping

EMPLOYMENT HISTORY (CONTINUED)

2017
2016

Administrative Assistant I

Georgia College & State University | Admissions | Milledgeville, GA

Designed and implemented a substantial volume of original email design layouts for student recruitment marketing through Hobsons Customer Relationship Management (CRM) software. Demonstrated ability to multitask as a front desk and main visitor contact while supervising all mail-outs, call jobs, and email communications. Created, documented, maintained, and supported data imports/exports through CRM. Experienced in auditing, tracking, and processing adjustments to large quantity of print inventory.

2016
2014

Graphic Designer

Bailey Wilson Designs | Founder | Milledgeville, GA

Proficiently used Adobe Photoshop and Illustrator to create a range of design materials, including logos, style guides, business cards, invitations, and brochures. Collaborated with clients and consistently met deadlines. Built front-end websites using various platforms and helped clients improve their visual identity. Established and maintained strong relationships with design professionals, vendors, and clients, as well as managed client records and daily business operations.

2014
2013

Assistant Director

Georgia Quick Start | Freelance | Atlanta, GA
Division of the Technical College System of Georgia

Consulted with director on alternative solutions to potential delays and production issues. Prepared production guidelines and monitored scheduled set operations for production team. Streamlined processes and ensured the safety of crew and talent on set. Assisted with obtaining documents, clearances, and approvals from local agencies and businesses.

2013
2012

Production Assistant

Georgia Quick Start | Freelance | Atlanta, GA
Division of the Technical College System of Georgia

Prepared daily call sheets and production reports. Tracked daily progress of up to 25 production schedules per job. Served as logistics liaison for lodging, meetings, travel, transportation, shot lists, schedules, and time codes.

REFERENCES

Brooks Hinton

Senior Manager for Creative Services
Georgia College & State University
Phone: (478) 445- 6541
Email: brooks.hinton@gcsu.edu

Ramon Blakley

Director of Recruitment
The University of Texas at Austin
Phone: (512) 475-7306
Email: ramon.blakley@austin.utexas.edu

Alison Shepherd

Systems Analyst
Georgia College & State University
Phone: (478) 445-5260
Email: alison.shepherd@gcsu.edu