

**Email**

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**Website**

baileywilsondesigns.com

**Location**

Milledgeville, GA, USA

BAILEY WILSON

Graphic Designer

SUMMARY

Experienced graphic designer with 10+ years in communication, graphic design, and print industries, seeking to advance expertise through a graduate program in Mass Communications, focusing on Emerging Design. Proven ability to produce visually compelling materials and a strong foundation in design. Aiming to deepen knowledge of emerging design trends and technologies to enhance visual identity and messaging in academic and professional projects.

SKILLS ★★★★★

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

SOFTWARE/EQUIPMENT

- Adobe Software Suite
- QuarkXpress 2023
- Procreate
- Canva
- Wix, Squarespace
- Fiery Command Workstation
- Imposition Wizard
- MS Office Suite
- Printer's Plan Print Shop Management
- Basic HTML
- Windows, Mac
- Roland TruVIS VG2-540 Wide-Format Printer
- Ricoh Pro C7200x Digital Press
- AutoCreaser Pro 50
- iMac, iPad

EDUCATION

Bachelor of Arts
Mass Communication
Telecommunications Concentration
2009 - 2012

Georgia College & State University
 Milledgeville, GA, USA

WORK EXPERIENCE

**Graphic Designer**

Georgia College & State University | Creative Services | Milledgeville, GA | 2019 – Present

Overview:

Printing Management | Creative Development | Brand Collaboration | Digital Preparation | Process Streamlining | Quality Assurance | Financial Management | Vision Support

Achievements:

Bright Idea Award for Outstanding Process Improvement
 2021-2022 | Creative Services Department

- Oversee printing specifications for in-house and vendor printing to ensure quality and cost-efficiency.
- Design various materials, including brochures, presentations, posters, and promotional items, tailored to multiple university needs.
- Work closely with team members and clients to maintain and enhance brand consistency across all projects.
- Create and optimize graphic elements for the university website and online platforms to ensure a cohesive digital presence.
- Improve and streamline the design, production, and delivery processes for numerous projects, enhancing efficiency.
- Maintain high-quality output standards under tight deadlines in a fast-paced environment.
- Serve as an authorized Purchase Cardholder, managing departmental expenses with accountability.
- Contribute to the university's vision and goals through innovative and effective design solutions.



WORK EXPERIENCE (CONTINUED)

2 Administrative Assistant for Communications

Georgia College & State University
Undergraduate Admissions
Milledgeville, GA | 2017 – 2019

Overview:

Printing Management | Creative Development
Brand Collaboration | Digital Preparation
Process Streamlining | Quality Assurance
Financial Management | Vision Support

Project Involvement:

Enrollment Management Customer Service Team
2018-21019 | Creative Strategist

AdmitHub University Website Chatbot
2019 | Implementation Team Member

Search Committee Member
2019 | Registrar's Office
2018 | Undergraduate Admission's Office

- Oversaw high-volume print inventory, ensuring accuracy and efficiency in the distribution of materials.
- Worked closely with leadership to enhance recruitment and retention initiatives, contributing to the university's enrollment goals.
- Promoted student academic success through targeted communications via Hobsons CRM, improving student engagement.
- Implemented YouTube video tutorials to enhance student understanding of the application process and increase completion rates of acceptance steps.
- Developed and implemented communication plans to effectively reach and engage prospective and current students.
- Streamlined the production of policy manuals and educational materials, ensuring clarity and accessibility.
- Supervised student workers, fostering a supportive and productive work environment.
- Led monthly communication strategy meetings to align departmental goals and improve outreach efforts.

3 Graphic Designer

Bailey Wilson Designs | Owner
Milledgeville, GA | 2014 – 2016

Overview:

Custom Visual Solutions | Web Development
Client and Vendor Relations | Project Management
Market Research | Financial Management
Customer Support

- Designed logos, business cards, brochures, and marketing materials using Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Built and optimized frontend websites on WordPress, Squarespace, and Wix to enhance clients' visual identity and online presence.
- Built and maintained strong relationships with clients, vendors, and design professionals, fostering a collaborative work environment.
- Managed multiple projects simultaneously, ensuring all design materials met high-quality standards and aligned with client expectations.
- Conducted market research to stay updated on design trends and competitors, providing clients with innovative and competitive designs.
- Handled budgeting, invoicing, and financial planning to ensure profitability and sustainable business operations.
- Provided ongoing support and revisions based on client feedback to ensure complete satisfaction.

4 Administrative Assistant I

Georgia College & State University
Undergraduate Admissions
Milledgeville, GA | 2016 – 2017

Overview:

Email Campaign Management | Front Desk and
Communications | CRM Maintenance | Inventory
Auditing | Office Organization

- Managed high-volume email design for student recruitment via Hobsons CRM.
- Handled front desk duties and supervised all communications including mail-outs, call jobs, and emails.
- Maintained CRM data imports/exports.
- Audited and adjusted large print inventory.
- Organized and maintained office files and records.

5 Assistant Director

Georgia Quick Start | Freelance
Atlanta, GA | 2013 – 2014

Overview:

Operational Support | Team Collaboration
Research and Analysis | Administrative Tasks
Representation | Quality and Budget Adherence
Adaptability

- Assisted the director with daily operations, including scheduling, logistics, and communication.
- Worked with team members to ensure efficient workflow and project completion.
- Conducted research and analysis to aid in strategic decision-making.
- Managed documents, correspondence, and databases.
- Represented QuickStart in meetings, events, and other professional settings as needed.
- Met deadlines and budgets while maintaining high standards of quality and professionalism.
- Demonstrated flexibility to adapt to changing priorities and responsibilities.

6 Production Assistant

Georgia Quick Start | Freelance
Atlanta, GA | 2012 – 2013

Overview:

Equipment Handling | Team Support | Materials
Management | Schedule Coordination | Adaptability

- Assisted with the setup, operation, and breakdown of production equipment and facilities.
- Supported the production team in various tasks, such as lighting, sound, and camera operation.
- Managed props, costumes, and other production materials.
- Coordinated talent and crew schedules.
- Ran errands and provided general support to ensure smooth production workflow.



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