

Bailey Wilson

Graphic Designer

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📍 Milledgeville, GA, USA



Summary.

Throughout my 10 years of experience in the communications field, I have been responsible for detailed creative project management, marketing collaboration, university marketing development, web content management, and the development of multi-channel communications such as digital, social, direct mail, email, and print.

Education.

Bachelor of Arts

Georgia College & State University
2009-2012
Broadcast and Electronic Media
Milledgeville, GA

Software.

- ✓ Adobe Suite
- ✓ QuarkXpress
- ✓ Procreate
- ✓ Canva
- ✓ Fiere Command Workstation
- ✓ Imposition Wizard
- ✓ MS Office
- ✓ Printer's Plan Print Shop Management
- ✓ Basic HTML
- ✓ Windows, Mac
- ✓ Roland TrueVIS VG2-540 Wide Format
- ✓ Xerox C9065-C9070 Digital Press
- ✓ iMac, iPad

10 YEARS

in the design + communication field
My work experience dates back to 2012.
Feel free to ask for more job credentials!

(Most Recent) Experience.

Graphic Designer

2019 - Present

Georgia College & State University | Creative Services

Develop graphic design solutions for the university while adhering to the GCSU brand standards, vision, and goals.

Achievements: Successfully translate strategic direction into high-quality wide-format, digital, and offset designs in a fast-paced environment from pre-press to post production within an established brand identity.

Administrative Assistant for Communications

2016 - 2019

Georgia College & State University | Admissions

Responsible for detailed creative project management, marketing collaboration, student and department communication plans, web content management, and the development of multi-channel communications: digital/social, direct mail, email, and print.

Achievements: Designed 100+ email design templates per recruitment cycle for both current and prospective students and their families to enhance recruitment and retention.

Graphic Designer

2014-2016

Bailey Wilson Designs | Owner and Designer

Designed on-brand visual identities focusing on concept and messaging. Consulted with clients to define design requirements and manage branding development projects. Prepared branding packages for point of sale displays and promotional materials.

Achievements: Successfully developed engaging branding for new and established businesses that generated sales revenue and grew customer bases.

Awards and Achievements



The Bright Idea Award for Outstanding Process Improvement

Creative Services Department | 2022

Celebration of Excellence Award Ceremony
Georgia College & State University

Creative Strategist/Member Enrollment Management Customer Service Training Team

Admissions Department | 2018 -19

Georgia College & State University

Adobe Max Conference Attendee

Creative Services Department | 2022

Georgia College & State University

Selected Member of the AdmitHub Implementation Team

Admissions | 2019

Georgia College & State University
AdmitHub: AI-powered chatbot platform aimed at boosting student enrollment and graduation rates.

Skills.

Print/Web Layout

Print Production

Customer Service

Illustration

Multitasking

Graphic Design

Branding

Detail Oriented

Flexibility

Logo Design

Communication

Originality