

Kelly Bailey

CREATIVE
DESIGNER

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EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Master of Fine Arts, Themed Entertainment Design, 2020

Excelsus Laureate Finalist (2020), Educator's Scholarship Recipient (2018-2020)

UNIVERSITY OF NORTH FLORIDA

Bachelor of Arts, Art History, 2016

Student Teaching Assistant, College of Art and Design; Dean's List; President's List

UNIVERSITY OF NORTH FLORIDA

Bachelor of Fine Arts, Painting-Drawing-Printmaking, 2007

Student Teaching Assistant, College of Art and Design; Dean's List; President's List

EXPERIENCE

HOLIDAY INN CLUB VACATIONS

Ad Manager, Guest Comms, Resort Ops

March 2023-Present

Partners directly with Brand Management and on-site Resort Leaders to develop Guest signage, print collateral, in-room-channel media, and other media material that is consistently aligned with the corporate Brand Standards. Focused on the image of the organization within the Resort and local communities to increase the Resort capture rate and manages each project from concept and project content through implementation making sure all approvals, timelines, and deliverables are met. Creative problem solving, being supportive of others, leading the messaging for the resort, and driving guest experience through various campaigns. Demonstrates creativity, innovation, and resourcefulness. Assists in creation of graphic design and brand guidelines for various outlets across properties. Directs and manages all graphic design, marketing, and branding initiatives at Orange Lake Resort. Advises and creates new campaigns based on emerging market trends. Attends major trade-shows and exhibitions to stay up to date on trends and products. Generates new concepts and ideas based on existing and emerging market trends. Actively pursues and integrates new trends and innovations in graphic design & branding. Possesses a deep understanding of Graphic Design & Branding and its application to products. Develops a strong community around graphic design trends and company initiatives.

WALT DISNEY WORLD PARKS AND RESORTS

Decorator, Seasonal

October 2021-September 2023

Assisted Decorators and Designer in the preparation and construction of holiday garlands, sprays, wreaths, and trees; Organizing, Installation, "Strike", and Cataloging of said decor; Motivated by excellence for guest experience of decor throughout the Parks, Resorts, Retail, & Disney Cruise Line. Quick and creative problem solving in high-stakes environments. Proficient in interpreting and translating drawing packages. Experienced in carpentry and various fabrication methods, with a solid understanding of both hand and power tools. Skilled in construction, fabrication, sculpting, painting, and drawing. Adaptable and versatile, able to work effectively under pressure.

KELLY BAILEY DESIGN

Principal

September 2018-Present

Fine Arts, Interior Design, Themed Interiors, Graphic Design, Graphics Management, Graphic Fabrication, Webdesign, Social Media Management, Appropriation and UX/UI Accessibility Consultation. Freelance clients include: Mall of America, CAMP, Mody, National Park Service, TETV, L3Harris, Atlanta Functional Medicine, Slap Happy Toys, etc....

DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE

Visual Information Specialist

June-October 2021

Served as a visual information specialist who supported public outreach through multi-media projects. Supported program plans and developed the visual aspects of materials such as photographs, illustrations, diagrams, graphs, objects, and print media, exhibits, live or video recorded speeches or lectures, and other means of communication i.e. web content, UX/UI. Used existing and obtained curated materials in the local and national collection of artefacts and historic objects.

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EXPERIENCE, CONTINUED

UNIVERSAL CREATIVE

Creative Designer, Intern

January- May 2020

Assisted in preparation and editing of presentation materials for conceptual development and approval, coordination of production art clean up, and sizing/pre-press completion of final artwork, designing and developing graphics for small signage needs, marquee signage, monumental signage, and elemental graphics. Developing conceptual graphics and signage for new construction, hotels; Organisation and development of signage packages and installation and fabrication of interior and exterior signage as needed. Coordinate with vendors, contractors, as well as submitting reports to senior Universal Creative management; Project Management, emphasis on RFPs, project deadlines, matrixes, schematic packages.

DUVAL COUNTY PUBLIC SCHOOLS

Department Chair, Fine Arts

August 2007-June 2018

Directed and Planned Annual Teacher & Student Educational Travel;
Hired and Mentored Fine Arts Faculty;
Mentored Visual and Fine Arts Students for Portfolio Review and Advanced Studies in the Visual Arts; Assisted Students in College Application Processes;
Developed Course Schedules and Syllabi; Member of the District Fine Arts Curriculum Writing Committee, Secondary Fine Arts Curriculum Assessment Writing Team, and the District Instructional Materials Adoption Committee; Created Fun and Exciting Graphics for Marketing as well as School Merchandise; Assisted the Theatre department as Stage and Tech Director for various theatrical shows; Created show sets, backdrops, and lighting designs as well as props, makeup, and costuming.

SKILLS

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD, Lightroom
- Canva and Procreate
- Digital and Traditional Photography/Videography and Archival Skills for all
- 3D Modeling- Sketchup, VRay, Revit, Rhino, AutoCAD
- Standard MS Office Suite: Word, Excel, Powerpoint; see also: Keynote
- Years of teaching and coaching; disseminating complicated subjects and corresponding information to a diverse set of learners in various learning styles.
- Development of standardised templates and curriculum for students, educators, and administration; now for co-workers and leaders around the resort.
- Fine Arts and Craft Skills: Painting, Drawing, Sculpting, Printmaking, Quilting, Photography, Experimental Art Techniques, Pottery, Carving, and more!

PROFESSIONAL ORGANISATIONS

- Themed Entertainment Association (TEA) Elected Eastern Board Member
- SEG D
- AIGA
- IAAPA
- Harriet B's Descendants
- Slice Creative Network (Freelancer from 2018-2024)
- TETV Network
- NextGen Showcase - US Contingency
- WXO - World Experience Organisation
- SCAD Alumni Society

LANGUAGES IN PROGRESS

(IN NO PARTICULAR ORDER AND AT VARIOUS DEGREES OF SUCCESS AND CONFIDENCE.)

- Italian
- Spanish
- Irish
- Finnish
- Danish
- Mvskoke
- Hawaiian
- French
- Norwegian
- Swedish
- Zulu
- Haitian Kreyòl
- Swahili
- Japanese
- Navajo (Diné)
- Welsh
- German
- Dakota
- Dutch
- Portuguese