

Baillie Wiebers

☎ 515.298.3509

✉ bailliew730@gmail.com

🖱 bailliewiebers.com

📍 Kansas City, MO

EDUCATION

Bachelor of Fine Arts
Graphic Design
Kansas City Art Institute

SKILLS

Adobe Creative Suite

Microsoft Suite

Figma

Keynote

Typography

Layout

Composition

Brand Design

Identity Design

Conceptualization

Asset Creation

Print Design

Web Design

Motion Design

Attention To Detail

Time-Management

Problem Solving

Communication

Highly Organized

Solution-Focused

Self-Starter

Art Director and Graphic Design Lead

Freelance | 03.2020-Present

- » Conceptualize, design, develop and present visual brand identities, campaigns, and websites for clients including women-owned small businesses, local non-profits and mid-size corporations
- » Led both the conceptual ideation and hands-on execution of design and marketing initiatives for a variety of companies including architecture firms, marketing and promotions, hospitality and law firms
- » Mock-up and execute conceptually relevant and beautifully designed digital assets
- » Consistently research and stay up-to-date on current industry and design trends
- » Work with business owners and other stakeholders to create innovative design packages that elevate and differentiate branding, marketing and advertising campaigns
- » Create original, engaging and integrated brand systems and guidelines by ensuring a cohesive look between all logo variations and brand assets
- » Support developers and other team members in producing clear, compelling, and on-brand websites for 25+ projects
- » Meet with clients to determine marketing and design vision, scope of work, budget and deliverable time frames

Graphic Design Lead | Marketing Coordinator

El Dorado | 10.2019-Present

- » Created compelling and insightful marketing campaigns across a wide range of platforms and assets including web, social, apparel, video and print
- » Introduced and maintained the new identity and brand story online and in-print
- » Brainstormed and brought thoughtful ideas to project managers, company owners and marketing team members that support the brand story and identity
- » Design and assemble proposal responses that have brought in clients like the City of Pittsburgh, Kansas City Public Television, John and Sarah Green, University of Tennessee, University of Arkansas, Kansas State University, Albina Vision Trust and the City of Portland
- » Manage design and storytelling of 15+ project award presentations annually. Of which, 46 presentations have won awards through programs such as AIA, Interior Design Magazine, Dwell, Architect Magazine, and Azure
- » Oversaw the redesign of the company's logo and website completed by Pentagram
- » Introduced a new brand system around the updated logo and seamlessly deployed it across all departments and offices, allowing us to strengthen brand recognition amongst clients and produce more focused content

Graphic Design Intern

El Dorado | 08. 2018 - 05. 2019

- » Aided the marketing team on creating a new design system that streamlines the proposal making process with a new, organized and elegant layout and template
- » Created designs for social media posts and campaigns