

Baillie Wiebers

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🖱 bailliewiebers.com

📍 Kansas City, MO

EDUCATION

Bachelor of Fine Arts
Graphic Design
Kansas City Art Institute
3.6 cumulative GPA

SKILLS

Adobe Creative Cloud
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
Presentations

Graphic Design Lead and Marketing Coordinator

El Dorado | 10. 2019 - Present

- Managed the design of wayfinding and signage systems for a range of clients including KCPBS, University of Tennessee, and the Crossroads Hotel.
- Created compelling and strategic marketing campaigns across a wide range of platforms and assets including web, social, apparel, video and print
- Introduced and maintained the new brand identity and story online and in-print
- Brainstormed and brought thoughtful ideas to project managers, company owners and marketing team members that support the brand identity and story
- Designed 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
- Managed 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

Art Director and Graphic Design Lead

Freelance | 03. 2020 - Present

- Conceptualized, designed and presented visual brand identities, campaigns, and websites for clients including women-owned small businesses, local non-profits and mid-size corporations
- Managed 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
- Mocked-up and executed conceptually relevant and beautifully designed digital assets
- Consistently research and stayed up-to-date on current industry and design trends
- Worked with business owners and other stakeholders to create innovative design packages that elevate and differentiate branding, marketing and advertising campaigns
- Created original, engaging and integrated brand systems and guidelines by ensuring a cohesive look between all logo variations and brand assets
- Led and supported developers and other team members in producing clear, compelling, and on-brand websites for 25+ projects
- Met with clients to determine marketing and design vision, scope of work, budget and deliverable time frames

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