



CREATIVE
DESIGNER

kvbaileydesign@gmail.com

kellybaileydesign.com

904-588-4186

[Linkedin.com/in/KellyBaileyDesign](https://www.linkedin.com/in/KellyBaileyDesign)

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

EXPERIENCE

KELLY BAILEY DESIGN

Principal Sep 2018-Present 40 hrs/week

Rooted in a multidisciplinary design background spanning graphic design, interior design, and immersive environments, I bring a research-driven, design thinking approach to creative strategy and concept development. From blue sky ideation to polished pitch decks, mood boards, and visual storytelling, I translate cultural signals, consumer insights, and retail trends into compelling design narratives. My work supports innovation pipelines and inspires cross-functional engagement through dynamic presentations, renderings, and strategic roadmapping. Freelance collaborations include Quantum Creative Studios, Creative Studio Berlin, BlueTelescope, Mall of America, CAMP, Mody, National Park Service, TETV, L3Harris, Atlanta Functional Medicine, and Slap Happy Toys.

HOLIDAY INN CLUB VACATIONS

Ad Manager, Guest Comms, Resort Ops Mar 2023-Mar 2025 40 hrs/week

Partnered with Brand Management and Resort Leaders to develop guest-facing signage, print collateral, in-room media, and other materials aligned with corporate Brand Standards. Led messaging strategy, managed projects from concept through execution, and ensured timely delivery with all approvals met. Drove guest engagement and resort capture rate through creative campaigns, community-focused branding, and innovative problem-solving. Directed all graphic design, marketing, and branding initiatives, while advising on trends and developing new campaigns. Created and maintained brand and design guidelines across multiple outlets. Attended trade shows to monitor industry trends and actively integrated emerging innovations. Built a strong creative community and demonstrated expertise in the strategic application of graphic design and branding

WALT DISNEY WORLD PARKS AND RESORTS

Decorator Oct 2021-Sep 2023 40 hrs/week

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.

DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE

Visual Information Specialist Jun-Oct 2021 40 hrs/week

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.

Kelly Bailey

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DESIGNER

EXPERIENCE, CONTINUED

UNIVERSAL CREATIVE

Creative Designer, Intern Jan- May 2020 40 hrs/week

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 Aug 2007-Jun 2018 40 hrs/week

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, V-Ray, 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 2018-2025)
- 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 | • Mvskoke | • Zulu | • Welsh |
| • Spanish | • Hawaiian | • Haitian Kreyòl | • German |
| • Irish | • French | • Swahili | • Dakota |
| • Finnish | • Norwegian | • Japanese | • Dutch |
| • Danish | • Swedish | • Navajo (Diné) | • Portuguese |