

TYLER BAILEY

Marketing and Branding Strategist

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<https://tylerbaileyart.com/>

PROFILE

Creative and detail-oriented Graphic Designer with expertise in branding, web design, and marketing materials. Skilled in Adobe Suite, Figma, and WordPress, with a strong foundation in visual storytelling and user-centered design. Adept at collaborating with clients to bring their vision to life through compelling and strategic designs.

EXPERIENCE

Bailey Branding & Marketing Solutions — Founder & Lead Designer October 2020 – Present

- Collaborated with clients designing and developing custom logo designs, and promotional materials including social media templates, business cards, and marketing collateral that align with brand identity and business goals for small to mid-sized businesses.

BuildHer Collaborations — Graphic Designer (Retainer) 2019 – Present

- Designed and developed cohesive visuals including merchandise, logos, and marketing collateral that enhance brand identity and increased company recognition by 30% through
- Provided consulting on branding, marketing, and website design strategies.

Underdog Solutions — Marketing Specialist (Contract) August 2024 – November 2024

- Developed marketing materials for ongoing and pre existing projects, ensuring brand alignment and visual consistency.
- Refined logo designs and produced high-quality digital assets, including icons, logos, and large-format advertisements.
- Served as the lead designer for the Lillington Chamber of Commerce rebranding, enhancing brand recognition and community engagement.

SKILLS

- Brand Identity & Logo Design
- Web & UI/UX Design
- Social Media Marketing Graphics
- Adobe Suite (Photoshop, Illustrator, InDesign)
- Figma & Canva
- WordPress & HTML/CSS
- Typography & Layout Design

EDUCATION

Bachelor of Fine Arts: New Media and Design

University of North Carolina Greensboro

2019 – 2024