



MYCHAL BAILEY

CREATIVE DIRECTOR / SENIOR DESIGNER

WORK EXPERIENCES

CREATIVE DIRECTOR/SR. DESIGNER

USC Credit Union (2013-Current)

- Redesigned USCCU's debit card and 2 credit cards, led the process from design to execution
- Developed/designed annual campaign that raised over \$30,000 for a local charity
- Led design, logo rebranding, and launch of new website
- Launched International Student Initiative
- Created Social Media Initiative resulting in 650% growth, ranking in top 25 California Credit Unions within 4 months
- Collaborated with CEO to develop board and national presentations
- Manage external vendors and production schedules of marketing collateral

GRAPHIC DESIGNER / WEBMASTER

APT 2B (2013-2014)

- Designed weekly ads for 10,000 subscribers in LA and NY
- Daily duties included: managing website and social media, A/B split testing emails, tracking user interaction, copy writing and designing ads, social media optimization
- Work featured in HGTV Magazine, Forbes, USA Today, CNBC, The Huffington Post, Refinery29, Apartment Therapy, Furniture Today, LA Weekly, LA Rag

RECENT AWARDS

GOLD AWARD- MICROSITE DESIGN 2016

Marketing Association of Credit Unions (MAC)

SILVER AWARD- ONLINE AND PRINT ADVERTISING 2016

Marketing Association of Credit Unions (MAC)

EDUCATION

ART AND DESIGN, B.A. 2009-2013

University of Southern California

ADOBE CERTIFIED (ACE - CC2015) 2015

Illustrator (Web Designer), Photoshop (Designer)

INBOUND MARKETING CERTIFICATION 2016

Hubspot

SKILLS

ILLUSTRATOR



DREAMWEAVER



PHOTOSHOP



HTML



INDESIGN



CSS



LINKEDIN

IN/MykeBailey

CONTACT

4262 W 1st Street
Los Angeles, CA 90004

Tel. (310) 499-3204
Web. www.michelangelostudios.com
Email. mycbailey16@gmail.com