

BAILEY DARWIN

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EDUCATION

Ferris State University
August 2015 – May 2017
Bachelor of Science
Graphic Design
College of Business
GPA 3.62

Chelsea High School
August 2009 – June 2013
General Education
GPA 3.89

INVOLVEMENT

AIGA Ferris State
May 2015 – Present

AIGA West Michigan
May 2015 – Present

Fellowship of Christian Athletes (FCA)
August 2013 – Present

Ferris State University Softball Team
August 2013 – Present

EXPERIENCE

Design Project Center (DPC)

Graphic Design Intern • August 2016 – May 2017

Collaborated as a team to brand the 2017 Ferris State University Graphic Design Senior Portfolio Review and Critique. Researched and developed a branded experience by applying cohesive design to web, MailChimp, social media, print, and environmental design.

Midwest College Marketing (MCM) Group

Graphic Designer • May – December 2015

Designed for the products requested from companies and schools around the world while following all licensing and product specifications. Created web images for customers to use as visuals for online purchasing of products. Responsible for developing binders, tabs, and creating spine labels for organization.

Freelance

Graphic Designer & Photographer • 2014 – Present

Created brand identities for multiple small businesses, T-shirt designs for non-profit event & for local fire department, product labels and product sheets for car company, stationary for baby shower, and holiday greeting cards. Photographed newborns, baby showers, family reunions, athletes, and a number of families.

Pierce Lake Golf Course

Beverage Cart Driver • May 2015 – August 2016

Responsible for preparing food and keeping beverage cart filled with fresh products and selling those products to golfers on the course. Often the main cart driver that was called on to take care of large tournaments.

YMCA

Day Camp Counselor • May 2014 – August 2014

Responsible for planning, leading, and implementing core programs and experiences for children in a small group setting. Also responsible for the general safety and development, growth, and skill achievement of the participants in the group.

VOLUNTEER SERVICE

Day of Discovery

October 2016

Helping high school students learn about Ferris State University, the College of Business and the Graphic Design Program.

AIGA Business Card Campaign

October 2015

Collaborated with a group to create business cards for students in need of them to raise money for AIGA.

Animal Rescue Coalition

October – December 2015

Interacted with multiple animals, kept their living area clean, made sure the animals were healthy, and provided the necessary care to those who were not.

Softball Camps

December 2013 – Present

Engaged with a number of young athletes of all ages, coached them to understand the game, and demonstrated drills to improve their skills.

Renaissance Festival

September – November 2014

Worked at a quick pace to prepare food, keep inventory in check, and engage with customers to sell the food. Faced with and managed a great deal of adversity.

COMPLEMENTARY COURSES

Advanced Business Writing
Art History: Prehistoric thru Middle Ages
Art History: Renaissance thru 20th Century
Art History: Women and Art
Fundamentals of Public Speaking
Marketing: Professional Selling
Marketing: Principles of Marketing
Photography
Public Relations Principles
User Experience Lab at Universal Mind, weekly seminars

EXPOSURE

Lectures

RJ Owen – UX Research,
Dan Bentz – Journey Maps
Jessie Campbell – Branding/Design
Kevin White – Illustration/Storyboarding
Holly Kozminski – Project Management
Kedron Rhodes – UX Manager
Jonathan Neill – UX Designer

Events

2016 Cusp Conference
2015 DesignThinkers

Tours

Universal Mind, MI
Xibitz, MI
Foremost Graphics Group, MI
Kendall Flex Lab/Resource Room, MI
Herman Miller, MI
Steelcase, MI
500px, Toronto CAN
Jam3, Toronto CAN
Critical Mass, Toronto CAN
One Method, Toronto CAN

AWARDS

Academic

College of Business Student Excellence Award
Battier Take Charge Foundation Scholarship
Dean's Academic Award: 2014 – 2017
Dean's List: 2013 – 2016
Ferris Foundation Need-Based Scholarship
Ferris Foundation Opportunity Endowed Scholarship
Jenny Jacobs Softball Scholarship
John R. Smith Memorial Endowed Scholarship
Minnie Mould Marsh Scholarship
Ruth L Shattuck Endowed Scholarship
Robin Raymond Basketball Dedication Scholarship

Athletic

All-GLIAC Academic Excellence Team: 2014 – 2016
All-GLIAC: 2016
D2CCA Midwest All-Region 2nd Team: 2016
Dean Davenport Bulldog of the Year Finalist: 2016
GLIAC Player of the Week: March 2016
NFCA Midwest All-Region 2nd Team: 2016
Softball Athletic Scholarship

SKILLS

Adobe Creative Suite
Binding Techniques
Brand Identity
Client Communication
Color Theory
Craft
Creative Process
Critical Thinking
CSS
Design Process
Digital Photography
Editorial Design
Event Design
Experience Design
Folding Techniques
GitHub
Grid
HTML
Illustration
Invision
Java Script
Layout
Leading Teams
MailChimp
Microsoft Office
Package Design
Photography
Preflight
Pre-Press
Presenting
Principle
Print Processes
Project Management
Prototyping
Sequel Pro
Site Mapping
Sketch
SourceTree
Text Mate
Thumbnailing
TimeFox
Time Management
Typographic Detail
UX/UI
Web Design
Wireframing
WordPress