

Baillie Wiebers

SR. GRAPHIC DESIGNER

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📍 Kansas City, MO

PROFESSIONAL EXPERIENCE

Sr. Graphic Designer and Art Director

Garmin | 10/2024 - Present

- Concept, design and execute 10+ campaigns and product launches each year, carrying the overall look and feel through a wide range of asset types.
- Leading all digital and social media design for 22+ co-branded partnerships including Disney, Marvel, Spotify, Life Fitness and GoRuck.
- Designing and managing brand guidelines across digital, print, social media, out-of-house and experiential environments for the Garmin Marathon series.
- Initiates collaboration with copywriters, motion designers, photographers, creative leads and outside partners to bring ideas to life and ensure all executions align with brand standards.
- Lead art direction for 20+ product launches and brand collaborations, managing shot lists, concepting and final execution of all assets including social, digital, print ads, web and emails.

Graphic Design Lead and Marketing Coordinator

El Dorado | 10/2019 - 2024

- Designed wayfinding and signage systems for a range of clients including Kansas City Public Television, University of Tennessee, and the Crossroads Hotel.
- Designed and assembled proposal responses that brought in clients such as the City of Pittsburgh, John and Sarah Green, University of Arkansas, Kansas State University, and the City of Portland.
- Managed design and storytelling of 10+ project award submissions annually. Of which, 46 have won awards through Interior Design Magazine, Dwell, Architect Magazine, Azure and more.
- Oversaw the redesign of the company's logo and website completed by Michael Beirut at 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

- Concept, design, develop and present visual brand identities, campaigns and websites for clients.
- Consistently research and stay up-to-date on current industry and design trends.
- Work with stakeholders to create innovative design packages that elevate branding, marketing and advertising campaigns while ensuring a cohesive look across all assets.

EDUCATION

Bachelor of Fine Arts, Graphic Design

Kansas City Art Institute | 3.6 cumulative GPA

SKILLS

Adobe Creative Cloud, InDesign, Illustrator, Photoshop, Microsoft Suite, Figma, Keynote, Typography, Layout, Composition, Brand Design, Concepting, Asset Creation, Asset Management Print Design, Web Design, Attention to Detail, Time-Management, Communication, Highly Organized, Solution-Focused, Deadline-Driven