

Kory Bailey

Graphic Designer | Web Designer | Illustrator

Twenty-six years of experience developing and designing impactful business communications and marketing across both print and digital platforms. A diverse background includes working in advertising agencies, in-house creative departments, and running a successful design and marketing consulting business for the past two decades. Expertise spans a wide range of clients, from local non-profits to nationally recognized brands. A versatile designer with a strong ability to craft and sustain a strategic brand message across all communication channels. Exceptional organizational skills ensure every project is executed efficiently, on time, and within budget.

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Experience

2005 - PRESENT **Creative Counterpart** | Executive Creative Director

As a marketing and design consultant, leveraged extensive expertise in B2B strategic marketing to successfully execute a wide range of projects, including branding and identity, sales and marketing materials, online marketing, trade shows, packaging, point-of-sale displays, branded websites, e-commerce platforms, social media communications. Clients served include Boyles Furniture, Dimar USA, Benz Tooling, and Union Grove Saw and Knife.

2021 - 2023 **Legrand** | Contract Graphic Designer

Developed brand-consistent sales materials, including catalogs, brochures, data sheets, advertisements, and social media visuals.

2020 - 2021 **Paragon Design Group** | Creative Director

Led branding, advertising, and digital content development for clients such as Bernhardt Furniture, Blue Ridge Electric, and Five Star Credit Union. Managed the creative team, ensuring high-quality execution.

2020 - 2022 **Partners & Napier** | Freelance Graphic Designer

Provided brand-consistent design support for the Corning Optical Communications account.

2018 - 2020 **Corning** | Contract Graphic Designer

Designer specializing in print and social media marketing, branding materials, and technical documents.

2013 - 2016 **Market Outfitters** | Executive Creative Director

Served as a partner and creative director at Market Outfitters, handling branding, B2B marketing, and sales. Also provided consultation and design services to help clients build their brand, market effectively, and create upscale, inviting shopping environments.

2003 - 2005 **Paragon Design Group** | Contract Graphic Designer

Worked on-site at Home Impressions as part of a creative team to develop DuPont's branding and packaging for their water filter program, sold nationally at Lowe's. Involved in every aspect of the project, including design, meeting packaging specifications, and overseeing printing in China.

2002 - 2003 **Accurate Impressions Printing** | Graphic Designer & Prepress

Gained a strong understanding of the printing process while working as an in-house designer. Created designs and marketing materials for clients, while also reviewing, troubleshooting, and preparing files for press.

1999 - 2002 **EB Wall & Associates** | Graphic Designer

Created successful print and web designs for a wide variety of clients. Responsibilities included, client meetings, goal identifying, project quoting, message developing, art direction and design, photography shoots and print checks.

Education

The Art Institute-Bradley Academy for the Visual Arts

York, Pennsylvania

Associate Degree

in Specialized Technology

Major: Graphic Design

Skills

Strategic Thinking

Problem Solving

Excellent Communication

Identity Design

Branding

Company Messaging

Marketing Plans

Print Design

Web Design

Illustration

HTML & CSS

Social Media Marketing

Online Marketing

Software

InDesign

Illustrator

Photoshop

Acrobat

PowerPoint

Microsoft Office

WordPress

Ceros Studio

After Effects

Workfront