



Kiera Bailey

UX | Product | Design Research

kiera.design

kiera@kiera.design | 936 446 0853

EXPERIENCE

Design For America

Leadership Mentor | Apr 2020 - Dec 2020

- Managed the recruitment and onboarding of new Studio Leadership.
- Ran design sprints to educate new members on the human centered design process and best practices for managing project timelines.

Studio Lead | May 2019 - May 2020

- Facilitated the day-to-day operations of the studio through management of the Leadership Team and overseeing Project Leads progress.
- Planned design sprints and led studio education on the human design process.

Founding Media and Marketing Lead | Nov 2018 - May 2019

- Helped establish design studio at Texas State and spearheaded the creation of social media accounts and brand guidelines.
- Participated in hands-on community development projects using the human centered design process.

Freelance Designer

Logo Design & Branding | Dec 2018 - present

- Working with clients to refine brand directions through visual systems, refined brand language, and creation of presentation and document templates.

Kirkus Reviews

Graphic Design Intern | June 2018 - Dec 2018

- Produced and scheduled content for social media and website advertisements.
- Created visuals for Fully Booked podcast and email newsletters.

Captiva Entertainment

Graphic Design Intern | Jan 2018 - May 2018

- Worked with design team to develop the brands of and produce content for small businesses, local events, and content creators.
- Redesigned the logo and branding for Captiva Entertainment.

SKILLS

Design Research

HTML / CSS

Copy writing

Useability Testing

CMS

Design Sprint Facilitation

Human Centered Design

Wireframing

Interdisciplinary Collaboration

Design Thinking

Prototyping

Leadership Development

UX, UI, HCI

Branding

Concept Development

EDUCATION

Texas State University

BFA in Communication Design

August 2016 - December 2020

San Jose City College

August 2014 - May 2016

INVOLVEMENT

Ignite: Entrepreneur Bootcamp | 2020

SXSW Innovation Lab | 2020

AIGA Grow Conference | 2019 & 2020

Global Goals Jam | 2019

Design For America Summit | 2019

Brand Yourself event at Google | 2019

Howdy-Do Design Retreat | 2018

AIGA Member | 2018 - present

TOOLS

Adobe XD / Figma / Sketch

Miro / Mural

Adobe Suite

Webflow

InVision

Marvel

Microsoft Excel