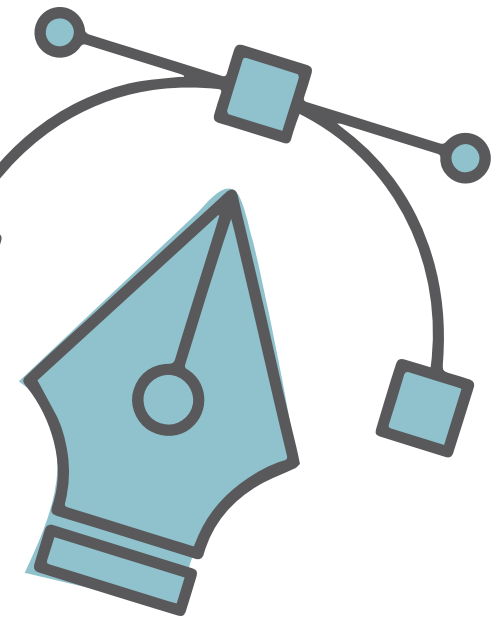


# BAILEY BRUSH

**ACP ADVERTISING & BUSINESS AWARDS**

**BEST GRAPHIC DESIGNER (ADVERTISING)**



# COVER LETTER

Dec. 11, 2023

Dear ACP Awards Committee,

I am writing to express my enthusiasm for design as I submit for ACP's "Best Graphic Designer" award. As a multidisciplinary artist and graphic designer currently pursuing visual arts at Western Kentucky University, I believe that my commitment to design reflects not just a pursuit but a genuine passion.

While my interests have ebbed and flowed over time, my fascination with art, design, and creativity has been a constant force throughout my entire life. I love that design not only offers a way for me to express myself, but also allows me to contribute to the good in the world by solving other people's problems and telling their stories. I also love how the diverse nature of design has allowed me to connect with so many people and explore different industries. My decision to major in design was driven by my passion for creativity and ultimately my desire to blend artistic expression with strategic thinking. The intersection of creativity and problem-solving is what captivates me most about design and motivates me to continually refine and expand my skills in the field.

My creative process is one of research, empathy, and intuition. I like to begin projects with developing thorough research and an understanding of the objectives and target audience so that every design decision I make is purposeful. Sketching, mind-mapping, experimenting, and iterating ideas often helps me develop effective solutions. Empathy and intuition also steer many of my creative decisions and empower me to understand the intricate needs and perspectives of users. They help me make design choices that evoke emotions and foster connections on a personal level amid a technology-driven world. My approach to design is often influenced by my source of inspiration, which stems from a mix of everyday objects, contemporary art, and evolving cultural trends. My style of simple forms and graphics is often inspired by the simple details seen in everyday objects and events in life. I believe that being aware of the evolving trends in both societal dynamics and artistic expression also gives my designs a feeling of relevancy and keeps my work interesting and captivating.

I believe designers play an important role in a media organization because they have the ability to shape both the visual identity of the organization's brand and the narrative of the content that is being published. Designers play a crucial role in preserving brand awareness, encouraging audience engagement, and enabling successful communication in a time where visual information is so prevalent and competitive across print and digital platforms. Designers ensure that messages not only reach their intended audience but also resonate meaningfully, which can contribute to the success and impact of the media organization.

My overarching career goal is to grow as an impactful and effective designer, using my skills in graphic design and illustration to serve, inspire, and connect with others. More specifically, I hope to continue working with a diverse range of people and businesses to develop brand identities that tell and amplify their stories. In pursuing these goals, my aim is to contribute to the broader realm of visual communication and positively impact the creative industry.

Thank you for considering my submission. I look forward to continue contributing my skills and passion to the field of graphic design and to potentially be recognized among the talents in the creative industry

Sincerely,

Bailey Brush

# LETTER OF RECOMMENDATION



## STUDENT PUBLICATIONS

Dec. 9, 2023

Dear ACP Awards Committee,

It is my pleasure to provide this letter of recommendation for Bailey Brush. I advise Cherry Creative, a branded content studio within Western Kentucky University's student publications. Bailey has been part of the Cherry Creative staff for the last three years.

Bailey joined staff her sophomore year as a quiet, timid designer. Since then, she has grown and flourished. She quickly proved her skills and abilities as an exceptional designer and ascended to a leadership position, being hired as the design editor for her junior year. Now, as a senior, Bailey is co-director of Cherry Creative, leading a staff of 20 students.

One moment I'll always remember with Bailey happened last spring, a few days before the press deadline for our Best of the Hill publication. As design editor, Bailey was responsible for the overall look of the magazine, which lists winners in more than 50 categories, as well as ensuring we had well-designed ads for all clients who wanted to use our services. The sales staff had outdone themselves, surpassing previous sales for this publication, which then meant there were a plethora of ads for Bailey and her staff to design in short time. One afternoon, as several of us stood around Bailey's desk each bringing different requests, her eyes seemed to keep opening wider and wider, until she finally said, "It's a good thing I know how to design fast."

Not only does Bailey design fast, she designs top-quality work. As a designer, Bailey brings a creative flair while also showing an exquisite attention to detail. Bailey holds herself to a high standard. Clients and colleagues alike often rave about her work. She has set a high bar for what can be done by our student media company, which future designers will be challenged to maintain.

As a leader, Bailey has continued to shine. We always have a plethora of projects underway at any given time, but Bailey has not let that fluster her. She has impeccable organization skills to stay on top of everything that needs to be accomplished, and no matter what comes up, she has always been ready and willing to tackle the next challenge. Bailey stays focused and works fast to deliver what needs to be done, while sticking to a high quality of work. I admire her drive and motivation. But, above all, I have appreciated Bailey's willingness to help other students. As a design editor, she took time to help her staff of designers grow and develop their skills. She took the time to show them new techniques, teach them new software, and patiently provide feedback. This year, Bailey has helped the new design editor adjust to her new position, and Bailey has done her best to assist the design editor with learning the organizational and staff management aspects of a leadership position. That learning is an important part of student media, and I am grateful for how whole-heartedly Bailey has embraced that.

Bailey has also gained additional experience through our fellowship program, which offers paid positions in the summer for our students. In 2022, she had a fellowship position with Evansville Living magazine, where our fellowship partners had nothing but good things to say about her work. During the summer of 2023, Bailey worked as our in-house design fellow on several products we produce during the summer. She flexed her creative muscles with the additional time summer provides, creating both stellar ads for clients and an excellent design for our freshman welcome magazine.

While I know I can count on Bailey to do whatever needs to be done, I can also count on her to be a delight to work with. I have enjoyed getting to know her over the last three years. Not only is Bailey's design work worthy of recognition by your organization, but so too is the character she displays. If I can answer any further questions, please call me at 270-745-3055 or email me at [samual.oldenburg@wku.edu](mailto:samual.oldenburg@wku.edu).

Sincerely,

Sam Oldenburg  
Assistant Director  
Western Kentucky University Student Publications

*The Spirit Makes the Master*

Student Publications | Western Kentucky University | 1906 College Heights Blvd. #11084 | Bowling Green, KY 42101-1084  
phone: 270-745-2653 | web: [wku.edu/studentpublications](http://wku.edu/studentpublications)

Equal Education and Employment Opportunities • Printing paid from state funds, KRS 57.375 • Hearing Impaired Only: 270.745.5389


# RÉSUMÉ


# BAILEY BRUSH


## GRAPHIC DESIGNER

### CONTACT

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 (812) 568-4711

 baileybrush4@gmail.com

 [baileybrush.myportfolio.com](http://baileybrush.myportfolio.com)

### EDUCATION

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**BACHELOR OF FINE ARTS**  
**WESTERN KENTUCKY UNIVERSITY**  
**MAY 2024**  
*Major: Visual Arts, Graphic Design*  
*Concentration*  
*Certificate in User Experience,*  
*4.0 GPA*

### SKILLS

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Adobe Creative Suite  
Figma  
Microsoft Office  
Procreate  
Digital Illustration  
Fine Art  
Motion Graphics  
3D Modeling  
AR Development  
Basic HTML/CSS

### WORK EXPERIENCE

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**CHERRY CREATIVE** | August 2021 - Present

**CREATIVE DIRECTOR** | May 2023 - present

Manage and lead a team of 20 who produce sponsored content published through print and online that helps clients reach the WKU community; work with co-creative director, adviser, and ad staff to develop special sections.

**GRAPHIC DESIGN INTERN** | May - August 2023

Responsible for design and creative direction for two revenue-generating print publications valued at more than \$23,000; designed client ads and developed official Student Publications Big Red logo.

**DESIGN EDITOR & STAFF** | August 2021 - May 2023

As editor, lead a design team responsible for creating revenue-generating products valued at more than \$36,000, including sponsored content, print and digital ads, and marketing campaigns; As staff, designed client ads, page layouts, and illustrations appropriate for content published in print and online.

**FREELANCE** | May - August 2023

Developed logo and brand identity for a small business that offers vegan meals; met with client to discuss goals and needs. Created brand guidelines document for client.

**WEB VISUALS STAFF - WKU TALISMAN** | August - December 2022

Created digital illustrations and graphics that accompany online content.

**GRAPHIC DESIGN FELLOW - TUCKER PUBLISHING GROUP** | May - July 2022

Part of a team producing award-winning magazines with a monthly audience of 50,000+. Worked on editorial design, print and digital ads, social media posts, magazine inserts, and digital illustrations. Produced and sent a weekly email newsletter to 11,000+ subscribers. Edited photos for print and digital publication.

### ACHIEVEMENTS

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**WORK National Graphic Design Juried Exhibition** | December 2023, 2024

Cat Cafe Branding, Craft Beer Package Design, December 2024  
Skateboard Branding, December 2023

**WKU Student Juried Show** | October 2023

"Best Symbol/Logo" - Cat Cafe Brand Identity, "Best Applied Design" - Beer Packaging

**CMBAM Awards "Best Paid Design Product" Honorable Mention** | Oct 2023

**Gerald Print Design Awards** | April 2023

**Jerry E. Baker and Jack Lunt Memorial Art Juried Exhibition** | Nov 2022

**Design it Forward KY Honorable Mention** | October 2022

**ACP 3rd Place Advertisement of the Year** | September 2022

# WORK SAMPLES



# SPONSORED CONTENT: "HOMECOMING HOTSPOTS" ILLUSTRATED MAP

WKU COLLEGE HEIGHTS HERALD NOV. 6 2023 - JAN. 29 2024, PG 14-15

SPONSORED CONTENT

## Homecoming Hotspots

DOWNTOWN BOWLING GREEN

**Alley Pub and Pizza**  
422 E Main Ave.  
Nestled down the alley beside the Capitol Arts Building, Alley Pub features some of Bowling Green's favorite pizza, a full bar with renowned service from veteran bartenders and one of the most charming patios around!

**Cafe Kindness**  
937 College St.  
Cafe Kindness is a cafe designed to treat your body kindly! From our cold pressed juices and smoothies to our gourmet toast and nourish bowls, there is a nourishing meal for everyone. Check out our menu at [www.cafekindness.com](http://www.cafekindness.com) or on Instagram @cafekindnessbgl!

**Alora Aesthetics**  
941 College St.  
Alora Aesthetics offers neuromodulators (Botox and Dysport), dermal fillers, micro-needling, hair restoration with PRP, B2 injections and skin care. Located at 941 College St. in downtown Bowling Green, our goal is for you to feel beautiful in your skin in a welcoming environment. Call to schedule a complimentary consultation at 270-906-9549.

**Meltdown Ice Cream & Soda Fountain**  
900 State St.  
Meltdown Ice Cream & Soda Fountain makes handcrafted small-batch ice creams and sorbets, old-fashioned sodas, delicious milkshakes, dine-in sunbars and rich, decadent hot cocoa on historic Fountain Square, in the heart of Downtown Bowling Green. Stop by & have a Meltdown today! Sun-Thurs 12-8 p.m., Fri-Sat 11 a.m. - 9 p.m.

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**Gerard's 1907 Tavern**  
935 College St.  
Gerard's 1907 Tavern is a new American style restaurant fusing all-American classics with flavors from around the globe. Housed in the historic Gerard building, it features a comfortable relaxed atmosphere. 1907 Social, its private event space, is an elegant gathering place for all of your private party needs.

E TENTH AVE.

**THE 30 BIRD**

PARK ROW

STATE ST.

**CITY OF BOWLING GREEN FOUNTAIN ROW**

E MAIN AVE.

MELTDOWN ICE CREAM & SODA FOUNTAIN

**ALLEY PUB & PIZZA**  
- BOWLING GREEN, KY -

**ALLEY PUB AND PIZZA**

SPRING ALLEY

STATE ST.

**MELTDOWN ICE CREAM & SODA FOUNTAIN**

STATE ST.

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### Cafe Kindness

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Cafe Kindness is a cafe designed to treat your body kindly! From our cold pressed juices and smoothies to our gourmet toast and nourish bowls, there is a nourishing meal for everyone. Check out our menu at [www.cafekindness.com](http://www.cafekindness.com) or on Instagram @cafekindnessbg!

### Fountain Row

Downtown Bowling Green

Fountain Row is an all-new entertainment district downtown, where patrons can buy alcoholic drinks in approved to-go cups from participating licensed businesses within the district. Fountain Row visits encourage exploring more of downtown's historic streets and parks, window shopping, and discovering new experiences while boosting local hospitality and tourism businesses.

### Gerard's 1907 Tavern

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Gerard's 1907 Tavern is a new American style restaurant fusing all-American classics with flavors from around the globe. Housed in the historic Gerard building, it features a comfortable relaxed ambiance. 1907 Social, its private event space, is an elegant gathering place for all of your private party needs.

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900 State St.

Meltdown Ice Cream & Soda Fountain makes handcrafted small-batch ice creams and sorbets, old-fashioned sodas, delicious milkshakes, divine sundaes and rich, decadent hot cocoas, on historic Fountain Square, in the heart of Downtown Bowling Green. Stop by & have a Meltdown today! Sun-Thurs 12-8 p.m.; Fri-Sat 11 a.m. - 9 p.m.

### The 30 Bird on the Square

401 Park Row

The 30 Bird on the Square offers gluten-free baked goods, smoothies, açai bowls, chicken salads, and more! Customers can dine-in, but all of the food items are grab-n-go as well. The 30 Bird carries a selection of fresh baked items, dairy and gluten free items and vegan options!

**ALORA**  
aesthetics + skincare

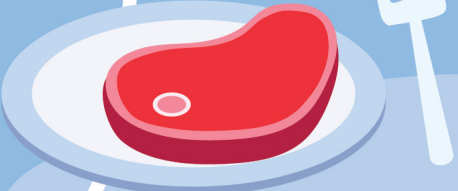


CENTER ST.

**CAFE KINDNESS**



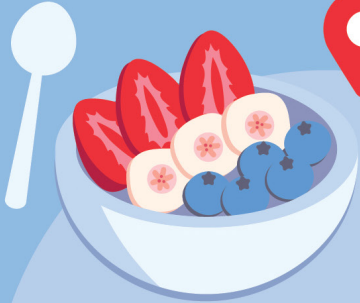
**GERARD'S 1907 TAVERN**



**ALORA AESTHETICS**



E TENTH AVE.



← COLLEGE ST. ←

**CITY OF BOWLING GREEN FOUNTAIN ROW**



**ALLEY PUB AND PIZZA**



**THE 30 BIRD**

PARK ROW



E MAIN AVE.



SPRING ALLEY



STATE ST.



**MELTDOWN ICE CREAM & SODA FOUNTAIN**



CHESTNUT ST.





# WE'RE HIRING



SCAN TO  
APPLY  
BY EMAIL

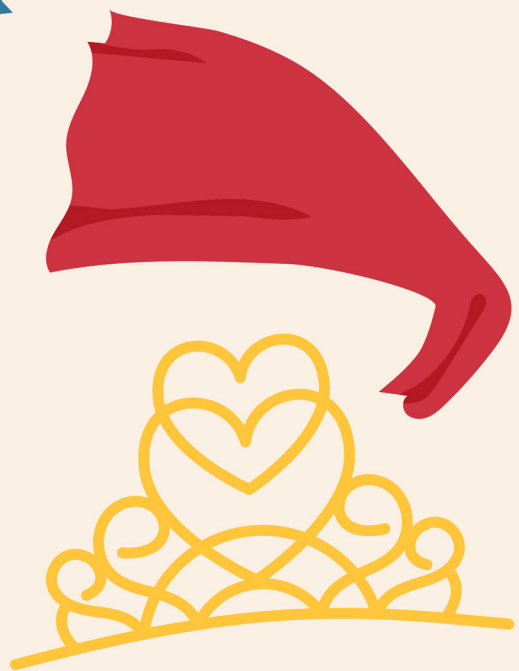


CLIENT AD: WK LIQUORS SOCIAL MEDIA AD



HAPPY  
HOMECOMING

FROM WK LIQUORS



**WK LIQUORS**

CLIENT AD: BG SHAKERY PRINT AD

BEST OF THE HILL 2023, PG 9

Best D...  
1. Downing Student Center  
2. The Commons  
3. Honors College and International Center



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BEST OF THE HILL | 9

Logo: BG SHAKERY SCOOPS • SHAKES • & MORE



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FEBRUARY 22 | 10AM-2PM | DSU  
See what local apartments have to offer and win prizes!

 **Midtown**   

 **WKU Apartments**  
[www.wkuapartments.com](http://www.wkuapartments.com)

## INSTAGRAM STORY



  
**SPRING HOUSING FAIR**  
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**Midtown**

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**THANK YOU**