

{Isaac Bailey}

Leading several small businesses over the years, I have helped to bring their brands to international notice. Strong visual communication with consistent brand messaging is my forte. My mission is to help amazing people succeed and their companies grow.

EDUCATION

Graduated Chabot College 1993
Associates Degree, Photography

Graduated Brigham Young University 1997
Bachelor of Fine Arts, Photography

CORE COMPETENCIES

Product, Lifestyle and Interior Photography
Print Design
Web Design
Brand Development
Art Direction
Project Management
UX/UI
Small Business Development
Collaborative System Development

SOFTWARE EXPERTISE

Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe Illustrator
CSS/HTML/Wordpress
WooCommerce
Infusionsoft

EXPERIENCE

Photography Studio Manager
Jerry Garns Studio, LA (1998 to 2000)
Commercial Photography Production
Digital Photography Systems
Retouching
Marketing

In House Photographer
Lisa Frank, Tucson (2001 to 2002)
Product, Lifestyle & Packaging Photography

Photography Studio Manager/Associate Partner
Dan Vermillion Studio, Phoenix (2002 to 2005)
Commercial Photography Production
Retouching
Marketing
Hiring & Training Assistants

Project - PetSmart Store POP Displays (2005)
Responsible for delivering 350 lifestyle images of People & Pets on Location in 6 weeks

Art Direction
Hired and trained team of 10
Designed collaborative system
Built Database for Controlling High-Volume Photography Project Management

Partner Trash Ties Hair Accessories (2005 to 2008)
E-commerce
Brand Development
Photography
Graphic Design
Trade show Booth Design
Sales Marketing and PR

Partner Heather Bailey, LLC (2007 to 2015)
Developed E-commerce Site, Customer Support and Fulfillment Systems
Hired, Trained & Supervised Employees
Brand Development & Graphic Design
Photography
Award-winning Trade-show Booth Design
Sales, Marketing & PR
Product Development

Project - jaimeerose.com (2015 - ongoing)
Designed and implemented wordpress website
Photographed interiors for clients portfolio

Project - edwardweiland.com (2015)
Designed and implemented wordpress website

Partner Jared Platt Workshops (2015 - ongoing)
Workshop Production
Web Design
E-commerce
Graphic Design & Branding
Creation of educational materials, content and visual aids
Webinar Production
Infusionsoft Campaigns

Designer Luca Magazine (2016)
Logo & Magazine Design
Photography
Collaborative System Development & Project Management
Brand Development
Team Building

Partner/Creative Director GATHr Magazine (2016 - ongoing)
Logo & Magazine Design
Photography
Collaborative System Development & Project Management
Brand Development
Team Building

OTHER INTERESTS

Cooking, Carpentry, Camping

m: 602.332.1924
isaac@isaacbailey.com
portfolio: isaacbailey.com