



BAILEY DRAKE

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EXPERIENCE

UX/UI DESIGN

Consultant | Jan 2014 – Current

Use design thinking to deliver quality web and mobile solutions. Create personas and conduct research to understand and advocate for intuitive user experiences. Use wireframes and clickable prototypes to test usability flow. Conduct A/B testing, analyze data, and adjust accordingly.

MARKETING + STRATEGY

Consultant | Jan 2012 – Current

Conduct research, develop insights, and articulate ideas that will help a brand define their narrative, identify their target demographic, and determine the channel(s) that will best place them in front of the right audiences. Evaluate new opportunities that align with client's goals and target demographic.

FILTER MY WEDDING

Marketing + Design | Jun 2016 – Oct 2017

Designed custom Snapchat wedding filters based on information gathered from the customer. Defined target audience, designed ad creative, and developed the copy for Instagram marketing campaigns (Avg, CPC: \$.09, CTR: 5%), as well as, grew social presence.

CITI

Summer Associate | Jun 2012 – Aug 2012

Developed protocols and procedures for tracking and measuring the performance of individual branch's marketing promotions. Defined a roll-out plan that provided a more effective, metric-driven, tracking procedure.

EDUCATION

EPICODUS

Feb 2014 – Jun 2014

A 4 month intensive full-stack web development boot camp.

UNIVERSITY OF SOUTH CAROLINA

Columbia, SC | 2010 – 2013

Majors: Marketing + Management
Minor: Graphic Design

SKILLS

Adobe Creative Suite InVision Sketch Understanding Insight HTML CSS
PSQL JavaScript Research Google Analytics Problem Solving Xcode