



## Alaina Catheryn Bailey

Philadelphia, PA 19104

alcebailey@gmail.com | 256.529.0814 | alainacbailey.com

### Education:

University of Pennsylvania

May 2017, Summa Cum Laude | BA in Fine Arts

Concentration in Painting and Graphic Design

Department Award for Excellence in Painting and Drawing | Benjamin Franklin Scholar

### Design and Communications Experience:

House Coordinator

Riepe College House, University of Pennsylvania

Summer 2017 to Present

Appointed as primary administrative and communication staff member in Riepe College House. Manage house operating budget of \$75,000 for faculty and staff. Train 22 student Residential Advisers at the start of each semester. Hire and manage student workers in the House and 11th Hour Grotto, the student-run convenience store. Coordinate and co-advise cohort of 10 students annually in General Education requirements. Create house programming for up to 430 residents on topics such as stress management, mental health, study abroad, and others. Design materials for Riepe, including t-shirts and weekly newsletter distributed to freshmen and faculty. Maintain Riepe's website and social media pages, using Latergram and Facebook Scheduler to publicize house events. Advise and provide emotional support to Residential Advisers and Graduate Advisors in house.

Product Design Associate | E-Commerce Content and Product Design Intern

Philadelphia Museum of Art

Summer 2016 to Summer 2018

Color-proofed images for Museum's Art on Demand program and postcards of new and permanent exhibitions, and corresponded with suppliers for correction and production. Aided freelance photographer in shooting and editing merchandise photos for the retail website. Wrote position descriptions for website staff. Created internal graphics for presentations to the Museum Director and President. Worked as Product Design Associate from Fall 2016.

Social Media and Marketing Intern

The Barnes Foundation

Spring 2017

Scheduled and posted to all social media outlets using Facebook Scheduler, Tweetdeck, and Latergram. Wrote timely posts about current exhibitions and events, including the Person of the Crowd exhibition, #5WomenArtists Museum campaign, and new workshops. Edited images to be posted to all outlets. Collaborated with other Communications staff to list and advertise events.

### Additional Experience:

Studio Artist

Solo Studio Practice, The Cedar Works

Fall 2018 to Present

Practice studio art in interdisciplinary work, including paint, cyanotype, collage, printmaking, and photography. Operate in private studio in Cedar Works in West Philadelphia.

FJORD Gallery Intern

FJORD Gallery, Crane Arts

Summer 2018 to Spring 2019

Collaborated on the FJORD website, created content for FJORD Instagram and website, and staffed Second Thursday events at Crane Arts. Advised on Philadelphia artist studio visits for *Double Meeting* at Orgy Park Gallery. Co-developed and executed FJORD Summer 2018 Fundraiser, including contributing work for auction.

Assistant Artist

Mural Arts Philadelphia, *Blossoming Diversity*

Summer 2017 to Fall 2017

Worked alongside artist Calo Rosa, the Guild of Mural Arts Philadelphia, and the people of the Feltonville community on mural *Blossoming Diversity* on Feltonville Recreation Center. Guided multiple community paint days, painting and install of the mural. Selected as a Mural Arts Summer Intern and was taken on as an Assistant Artist at internship's end.

### Skills:

Advanced Experience in Adobe Illustrator, InDesign, and Photoshop | Microsoft Office Suite