



Bailey Sulcer

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Experience

Boston Consulting Group | Atlanta, Georgia

Motion Designer (December 2021-Current)

- Leads the development of motion design solutions as part of BCG's in-house Design Studios team, collaborating with strategy, content, and design teams to craft engaging visual narratives for high-impact projects.
- Manages the full lifecycle of motion graphics, from concept to delivery, ensuring creative solutions are aligned with project goals and meet tight deadlines.
- Creates scalable motion systems and templates that streamline design efficiency across a variety of platforms and client needs.
- Focuses on producing user-centric designs that enhance digital interactions, contributing to BCG's commitment to high-quality and efficient visual storytelling.

Dreamheim Studios | Birmingham, Alabama

Freelancer (August 2020-2021)

- Designed motion graphics for a variety of clients, particularly small businesses, focusing on explainer videos and advertisement campaigns.
- Partnered with a cross-functional team to produce dynamic and engaging content, adapting to tight timelines and diverse client needs.
- Leveraged creativity and technical expertise in After Effects and Illustrator to deliver clear, impactful motion solutions that communicated complex ideas effectively.

Mailchimp | Atlanta, Georgia

Technical Content Producer Intern

Jan 2019 - May 2019 | Jan 2020 - March 2020

- Created user-friendly animations and visual content to improve the usability of Mailchimp's platform, impacting over 1.3 million monthly users.
 - Designed instructional content, including animated videos and interactive visuals, to assist users in navigating key features like Automation and Email Marketing.
- Collaborated with the UX and product teams to ensure content was accessible, clear, and aligned with Mailchimp's brand and design standards.

Education

Savannah College of Art & Design
Atlanta, Georgia

Bachelor of Fine Arts - June 2019

Magna Cum Laude

Tools

Figma

Adobe AfterEffects

Adobe Premiere

Adobe Illustrator

Adobe Photoshop

Adobe Sketch

Adobe Draw

iPad Procreate

iPad Concepts

Adobe Animate CC

Achievements & Publications

School of Motion - Illustration
for Motion & Advanced Motion

SCAN Magazine

SCAD Academic Honors Scholarship

SCAD Achievement Scholarship

SCAD Dean's List (2015-2019)

Personal Skills

User-Centered Design Focus

Coloring Book Artist

Oil Painting

Creative Problem-Solving

5x Uno Card Champion