

# BAYLEE SHURMAN

bayleeshurman@gmail.com www.bayleeshurman.com

## EDUCATION

---

**Parsons The New School for Design**, *New York, NY*  
**Associates Degree in Applied Science**, *Graphic Design*  
Deans List, Fall 2013. Class Valedictorian.

August 2013 - May 2014

**Ontario College of Art & Design University**, *Toronto, ON*  
**Bachelor of Fine Arts**, *Photography*

September 2009 - April 2013

## EXPERIENCE

---

**beauty@gotham**, *New York, NY*  
**Art Director** *Maybelline & Essie*

May 2015 - Present

- Develop 360 campaigns across all brands: print, television, digital.
- Responsible for developing & delivering new creative concepts and strategy across all client platforms.
- Responsible for managing production on Maybelline & Essie print, television and digital projects.
- Develop integrated presentations and executions for both internal meetings and client presentations.

**Arnold Worldwide**, *New York, NY*

July 2014 - May 2015

**Junior Art Director** *Hershey, Kao & Clinique*

- Print, digital and television campaigns, new business pitches and pro bono partnerships.
- Worked directly with senior creative team and managing directors.
- Responsible for developing executions of approved creative concepts across all media channels.
- Developed integrated presentations and executions for clients and managing directors.
- Developed layouts and mechanical directions for print and out of home design.

**CFDA - Council of Fashion Designers of America**, *New York, NY*

August 2013 - July 2014

**Graphic Design/Communications Intern**

- Directly assisted the Digital Communications Manager, Communications Manager and Communications Coordinator with graphic design needs.
- Designed invites, branding, website imagery & marketing recaps for company and partnerships.
- Assisted in managing CFDA.com.

**Condé Nast International**, *New York, NY*

May 2013 - August 2013

**Fashion Intern** *Creative Director, Anya Ziourouva*

- Assisted the fashion assistant and creative director with day to day needs.
- Responsible for packing, returning and picking up merchandise from various New York City based Fashion & PR Houses.
- Assisted on set with dressing models and organizing the clothing.

**Studio Formichetti/Two Hustlers**, *New York, NY*

May 2013 - August 2013

**Creative Direction/Styling Intern**

- Assisted the fashion assistant and creative director with creative needs.
- Responsible for organizing and cataloguing the fashion closet.
- Assist on set during photo shoots.

**eLUXE**, *Toronto, ON*

August 2012 - January 2013

**E-commerce Intern**

- Assisted the fashion director and merchandise coordinator on photoshoots.
- Selected, styled and prepped the items to be featured.
- Assisted the photographer with both on-figure and off-figure photographs.
- Managed photography database, image uploads, and retouching.
- Catalogued merchandise including all clothing and accessories using Magento and OMX

**The Coveteur**, *Toronto, ON*

August 2011 - August 2012

**Styling & Editorial Intern**

- Responsible for editing and launching online content for upcoming posts and features.
- Managed the relationship between The Coveteur and numerous high fashion houses and style icons/influencers from around the world.
- Assisted with styling for photoshoots and lookbooks - selected product at the retail level, styled looks for models and sets, managed the talent.
- Responsible for all press outreach - ensured professional and timely correspondence with fashion houses and designers notifying them when their respective products were going to be featured.

## TECHNICAL SKILLS

---

- Expert in Adobe Photoshop, InDesign & Illustrator
- Proficient with both Mac and PC
- Microsoft Office - including Word, Excel and PowerPoint
- Experienced with photography equipment and photoshoot set up