

Conner Bailey

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About me

Graphic and UX/UI designer with a First Class degree and five years across agencies, in-house teams, and freelance work. I've led creative output across brand, campaign, and digital, and I'm at my best when the brief is ambitious and the standard is high.

I care most about the quality of the idea and the craft behind it, and I do my best work in teams that feel the same way. Based permanently in Melbourne with full Australian working rights.

Work experience

Digital Designer, First Page

Feb 2026 - Current

Designing social media ads, Google Display creatives, and landing pages for recognised brands across ANZ. Built and led the agency's new briefing system, co-developed an AI tool streamlining client onboarding, and manage offshore designers, driving team efficiency and process maturity beyond the original scope of the role.

Graphic Designer, Bodriggy Brewing Co.

Jan 2025 - Feb 2026

Led creative output for one of Melbourne's most distinctive independent breweries, from recurring event campaigns like the monthly Bootscooting nights to seasonal pushes spanning landing pages, EDM, social content, and print. Worked across brand, packaging, and promotional design while maintaining a consistently characterful visual identity.

Designer, Impressive Digital

Jun 2023 - Jan 2025

Led projects including website design, landing pages, email campaigns, social content, and brand refreshes at a full-service digital agency. Collaborated with Account Managers and client marketing teams to deliver work that balanced brand integrity with performance objectives across a range of industries.

Junior Designer, Grant Thornton UK LLP

Sept 2021 - Sept 2022

Produced on-brand print and digital assets including brochures, reports, invites, website graphics, and ad campaigns for a global accounting firm. Supported brand photo shoots and worked closely with the marketing team to deliver cohesive short and long-term campaigns.

Gap between employment

Jul 2018 - Sept 2021

Career break travelling Australia, during which I completed photography work and small design projects. Returned to the UK in 2020 due to the Covid-19 pandemic and focused on building technical skills and portfolio to transition into professional design roles.

Education

Google UX Design Certificate, Coursera 2024

Six-month professional certificate covering user research, wireframing, prototyping, and UI design across the full five-stage UX process.

Leeds Arts University

2015 - 2018

BA (Hons) Visual Communication,
First Class Honours

Leeds Arts University

2012 - 2013

Foundation Diploma in Art & Design,
Merit

Skills

Technical skills

Proficient in Adobe Creative Suite across print and digital. Skilled in Figma for interface and web design, and Framer for interactive prototyping and web development. Strong ability to merge creative thinking with technical execution.

Creative leadership

Experienced leading projects from initial concept through to final delivery across brand, digital, and campaign work. Comfortable translating briefs into creative direction, presenting to clients, and managing feedback across multiple stakeholders.

Process and innovation

Contributed to workflow improvements and AI model implementation at agency level. Comfortable adopting new tools and methods to improve output quality and team efficiency. I stay curious about how design is changing because ignoring it is not an option.