BAILEY ELLIS

Associate Creative Director | Art Director | Visual Translator

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PROFILE

Award-winning creative and art director with 25+ years of experience shaping campaigns that merge culture, storytelling, and purpose. Associate Creative Director at One X Studios within Urban One, leading pitches, branded content, and live experiences for national brand partners. Work spans national campaigns for Nike, Motown Records, the CDC, HHS, USDA, and Nationwide. Known as a Visual Translator and Story Architect: I bring clarity and emotion to every message and build environments where creative teams do their best work.

Core strengths: Creative Direction, Art Direction, Campaign Development, Pitch and RFP Strategy, Branded Content, Visual Storytelling, Brand Systems, Video Production, Team Leadership, Cultural Insight

EXPERIENCE

Urban One / One X Studios | Remote, Chicago — June 2026 to Present
Associate Creative Director

- Lead creative development for branded content pitches and RFP responses for national brand partners across the Urban One media portfolio.
- Built multiple creative directions for an Urban One leadership presentation to a major streaming partner.
- Developed campaign concepts and creator-led content models for automotive, travel, and entertainment brand pitches.
- Own creative services and branding for One Yard, Urban One's HBCU tour experience, including the 2027 "We Are One" creative direction and the team's universal brief template.
- Develop original micro-drama series for the One X Studios slate, from log lines to series bibles, full episode scripts, and leadership pitch decks.
- Building "The Art of the Pitch," an internal deck-making playbook for the creative team.

One X Studios x Nationwide | Remote — 2024 to 2025
Associate Creative Director (Freelance), "Double Impact"

- Led creative development for a national storytelling campaign featuring NFL player and educator Brandon Copeland, shot on location at Hampton University.
- Oversaw concept, scripts, and visual direction across broadcast, social, and digital, with two narrative arcs blending athletic and financial empowerment.
- Directed visual strategy, motion graphics, and tone for short- and long-form formats with producers, editors, and animation teams.
- **Telly Award winner.**

CMRignite | Milwaukee, WI (Remote) — 2021 to 2025
Senior Art Director / Associate Creative Director

- Directed large-scale integrated campaigns for federal agencies including the CDC, USDA, WIC, and HHS, using design and storytelling to drive public health, equity, and behavior change.
- Art directed teams of designers, editors, and motion artists from concept to launch on national campaigns.
- Translated community insights into visual systems that built trust with multicultural audiences.
- Contributed to work recognized with nine Hermes Creative Awards and a Webby Award.

fromBailey | Chicago, IL — 2010 to Present
Founder and Creative Director

- Delivered brand identity, campaigns, and digital strategy for 100+ clients across music, fashion, education, and tech.
- Built the BE> (BE Greater) platform: the Designed to Create book and workshop, the BE> Weekly newsletter, and a creator toolkit.

Motown Records | New York, NY 2022 to 2024
Lead Visual Creative and Consultant

- Partnered with A&R and marketing to direct video, photography, and graphic assets for artists including Lil Baby, Ne-Yo, Quavo, and NBA YoungBoy.
- Designed promotional materials, merchandise, and digital activations to grow fan engagement.

Succezz | Chicago, IL 2017 to 2019
Creative Director

- Directed campaigns and brand activations for Nike, Jordan Brand, Adidas, and NASCAR, from apparel graphics to store visuals and event collateral.

New York Governor's Office of Storm Recovery | New York, NY 2014 to 2016
Creative Director

- Led visual strategy for statewide Hurricane Sandy recovery across 11 regional offices, directing design, video, and print teams on bilingual materials.

Earlier career: Nike (Chicago and Niketown NYC), Apple, and Sprint.

SELECTED PROJECTS

- **We Can Do This (CDC):** directed a bilingual COVID-19 vaccine campaign across digital, print, and broadcast.
- **Risk Less. Do More. (HHS x Urban One):** art directed a national behavior-change campaign featuring Cynthia Bailey.
- **Every Child Is a Big Thing to Us (Children's Wisconsin):** campaign system and hero video; Platinum Hermes Creative Award.
- **Abuse Affects Us All (Legal Aid of North Carolina):** creative for a domestic violence awareness campaign.
- **Becoming with Michelle Obama (Viacom / BET Her):** edited the televised special and led social promos.
- **The Source Streaming:** directed UI/UX and brand identity for an OTT platform.

AWARDS AND RECOGNITION

- **9x Hermes Creative Awards (Platinum and Gold):** Children's Wisconsin, CDC "We Can Do This," HHS "Risk Less. Do More." (2022 to 2025)
- **Webby Award Winner:** Public Service and Activism, "Risk Less. Do More." (2022)
- **Telly Award:** Nationwide "Double Impact" featuring Brandon Copeland, One X Studios

SELECTED CLIENTS

Urban One, Nike, Jordan Brand, Nationwide, CDC, HHS, USDA, WIC, Motown Records, Viacom / BET, Children's Wisconsin, Puma, Under Armour, NASCAR, ORS Haircare, Legal Aid NC, The Source Magazine, Hebru Brantley, Ez-Chow

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, WordPress, Asana, Frame.io, Google Workspace, video direction, editing, motion design, and photography