

Recent Projects

Shayla Mae Bailey

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Infographics

- Timeframe** | Varies - usually one week or less
- Project Goal** | Create a visually stimulating and detailed presentation of facts, figures, and data in an engaging way that invites audiences to explore topics they might otherwise overlook
- Target Audience** | Generally consumer/public; can vary depending on topic
- Scope of Work** | Coordination of SMEs and public affairs staff to research, select facts/data, and edit; **design; social media outreach and promotion**
- Challenges** | Multiple SMEs; multiple concepts/layers of information to present; must engage/interest audiences in a couple of seconds or will be ignored
- Examples** | <http://pinterest.com/shaymaebai/my-infographics/>



Agroforestry Campaign

- Timeframe** | 4 weeks
- Project Goal** | Develop a campaign and corresponding visuals that communicate the positive outcomes/results of agroforestry practices to the general public
- Target Audience** | General public, specifically urban and suburban dwellers who do not realize the impact of agroforestry practices on their everyday lives
- Scope of Work** | Brainstorming with larger communications subcommittee; **concept development**; photo research; **design** of cohesive poster set
- Challenges** | Agroforestry is a combination of agriculture and forestry practices that the general public doesn't understand; SMEs think of agroforestry in program terms--not plain language; needed to connect the science behind it to the human benefits



Past Projects

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Vaccines.gov

- Timeframe** | 4 months
- Project Goal** | Create a centralized national website to give the general public access to credible vaccine information, including safety and recommended schedules
- Target Audience** | Primary decision-makers in families with small children; primarily women ages 20-40 years old; secondary audiences
- Scope of Work** | Project planner/coordinator; **Lead contractors & clients** through architecture, **usability testing**, documentation, branding, **design**, and **QA/QC**
- Challenges** | Mixed content sources: syndication, mirrored, and original; huge portion of existing content was for researchers & professionals and had to be retooled



Stopbullying.gov

- Timeframe** | 10 weeks
- Project Goal** | Create a one-stop place for kids and parents to find help and resources for dealing with bullying in school and social situations
- Target Audience** | Kids, Teens, Young Adults, Parents, Educators, and involved Community Members
- Scope of Work** | Facilitator for stakeholder meetings & brainstorming sessions; **set project deliverables & timeline**; produced documentation, **wireframes**, initial architecture; drafted content; led design
- Challenges** | Site had to be an “umbrella site,” absorbing all existing HHS sites on the topic; Incredibly short timeline with a White House event driving launch date



Past Projects

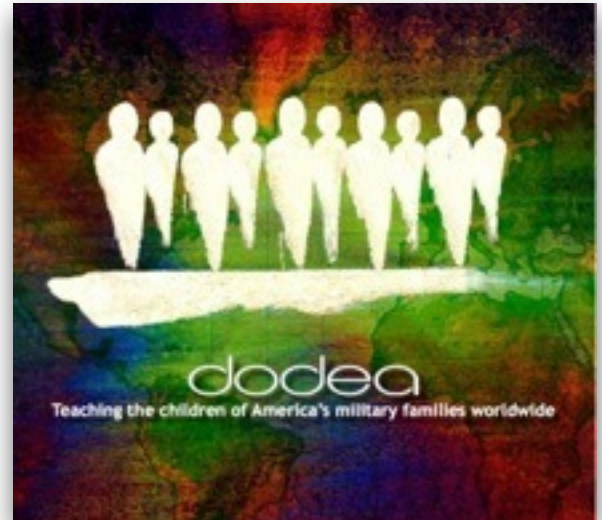
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DoDEA 2009 Annual Report

Timeframe	2 months
Project Goal	Design an agency-wide annual report to represent the global school system without losing the identity and accomplishments of the 3 area districts
Target Audience	Internal and external stake holders; Pentagon leadership, Congress, families, school boards
Scope of Work	Designer, editor; worked with printer to negotiate deliverables and keep requirements within budget; collaborated with writers & subject matter experts to present information in a clear & engaging way
Challenges	Short timeline between release of data and production of the book; designed mini books & pocket to showcase each area district



St. Mary's College of Maryland

Timeframe	5 months
Project Goal	Reclaim the web for the College community, freeing it from a homegrown CMS and redesigning everything from the ground up
Target Audience	Prospective Students/Parents, Current Student/Parents, Alumni, Faculty, Staff, Donors
Scope of Work	Rebuild the web team, server architecture, site architecture, design, css, template coding, CMS selection & implementation, migration from old to new (in every aspect), security, statistics, etc
Challenges	Guided governing committee through design process & approval; inherited contracts & out of date servers; over 200K pages (orphaned & otherwise) when redesign began; needed back-end and front-end overhaul; team of one when started, team of five when finished



Illustrations

Shayla Mae Bailey

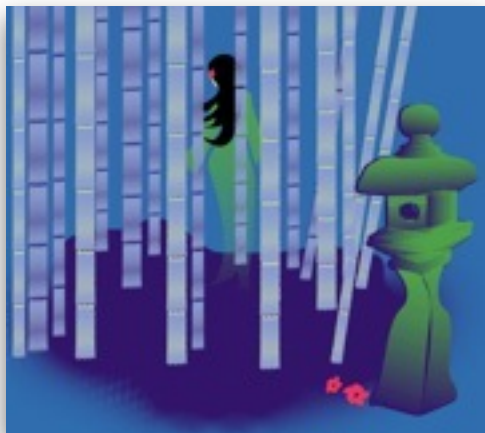
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Around the Farm



International Inspirations



Pirates vs Ninja Wedding



For Fun



Photography

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