

Mark R. Hailey

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Portfolio [YouTube](#) | [IMDb - Mark Hailey](#) | [Artwork](#) | [Set Design Mockups](#) | [Books](#)

SUMMARY

Independent and creative thinker in the field of television and video production. Award-winning art director, artist, writer, producer, and animator specializing in storytelling and taking projects from conception to completion. Working independently, or with a team, to collaborate with vendors and clients to create dynamic, informative and successful projects. Work to accomplish 100% client satisfaction.

EMPLOYMENT EXPERIENCE

Art Director | Animator | Producer

NASA Television / MORI Associates / NASA Headquarters, Washington, DC

- Conceptualize, develop, and produce complex design projects, such as promos, IDs, show opens, bumpers, and production graphics.
- Design stage sets for television broadcasts. Create mockups of television set designs. Work as a video producer, writer and motion graphics designer to support the agency in producing multimedia products that best illustrate a particular issue with a strong emphasis on storytelling. Serve as a videographer/photographer, directing aspects of video productions and photo shoots.
- Create short videos that can be adapted to a variety of multiple media platforms, including television, web, print, YouTube, Twitter, Instagram, and other social platforms.
- Co-creator of *NASA Creatives Group*. This is a monthly Teams meeting that brings together the creative forces throughout NASA. This includes Art Directors, Producers, Writers, and Editors from all NASA Centers. Each meeting has a guest speaker and demonstration of their work.
- Creator of *NASA Art Department Group*. A monthly Teams meeting where designers focusing on the needs at NASA Headquarters get together to network and discuss work, trends, show personal projects, at look at the future of design at NASA.

Senior Broadcast Designer | Acting Art Director

BET / BET ON JAZZ / BET GOSPEL (Black Entertainment Television) Washington, DC

- Created graphics, 2D and 3D animations, show opens, bumps, IDs, islands, and promos for live, taped, and commercial spots for *BET*, *BET on Jazz*, *BET on Jazz International* and *BET Gospel*.
- Created graphics, and motion graphics that visually communicates information to a multicultural and multiracial audience. Reaching a worldwide audience with news, information, entertainment and relevant discussions.
- Graphic artist for the television shows *Teen Summit*, *Screen Scene*, *Our Voices* and *Planet Groove*.
- Lead designer for *BET News*, *BET Tonight with Tavis Smiley*, *Bobby Jones Gospel*, *Lead Story*, *Rap City Ne Ha (Japan)* and *Heart & Soul*.
- Acting Art Director for the launch of *BET Gospel Channel*.

Owner | President

Visionary Magic Design, Inc. Annapolis, MD

- Create graphics to fit the client's needs in broadcast, print, branding and logo design.
- Incorporate computer graphics, motion graphics, 2D animation, 3D animation traditional illustration, videography, and photography into designs.
- Create, publish and market books, articles and productions on Health & Fitness.

Art Director | Producer

Helliwell Video Productions Easton, MD

- Produced aviation safety and training videos for the FAA (Federal Aviation Administration) and major airlines such as US Airways, TWA and Lufthansa.
- Responsibilities included producing, directing, camera, sound, as well as off-line editing.
- Managed design projects and production from conception to completion.
- Created artwork, photography, videography, computer graphics, 2D animation, 3D Animation, motion graphics and props necessary for the various productions.
- Worked with the FAA to create and publish the Checkpoint Operation's Guide (COG); an airline security screening program implemented in every U.S. Airport.

Intern | Production Assistant

WCVE 23 / WCVW 57 (PBS) Richmond, VA

- Camera, videography and production work on the fund-raising broadcasts, tele-a-thons, and live telecasts of the Richmond City Council Meetings.
- Working in the Art Department and assisting in almost every element that went into graphic design and productions.

EDUCATION

Virginia Commonwealth University, Richmond, Virginia

BFA Communication Arts & Design | Major 1: Graphic Art and Design | Major 2: Film and Television Production

ACCOMPLISHMENTS

I am an accomplished Artist with gallery and art festival showings.

Author of Body Mechanics: Complete Fitness Journal & Guide (2001 Visionary Magic) Body Mechanics – A Beginner's Guide to Fitness (2009 Visionary Magic), Fitness Mosaics – A collection of articles on health and fitness (2011 Visionary Magic).

3 Emmy Nominations and 68 Television Awards in Art Direction, Animation, Graphics, Producing, and Script Writing.

NASA Honor Award – Group Achievement Award Medal [Green Run RS25 Engine Test]

Script Writer for Independent Film, "My little Love", official selection for NYLA Film Festival

SKILLS

Adobe Creative Suite – Photoshop, Illustrator, After Effects, Premiere, Audition, Media Encoder, Acrobat.

Maxon Cinema 4D – 3D Graphics and Animation.

Microsoft Word.

Animation.

Writing.

Editing.

Illustration.

Photography.

Videography.