

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.

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 62 Television Awards.

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

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.