



HAILEY BEYER

GRAPHIC DESIGNER

CONTACT INFO

- +1 920 538 4003
- hbeyerdesign@gmail.com
- hbeyerdesign.com
- linkedin.com/haileybeyer

SKILLS

PROFESSIONAL

- Graphic Design
- Retail Design
- Brand Identity
- Marketing Research

EDUCATION

BACHELOR OF ARTS

CONCORDIA UNIVERSITY- WI

Graphic Design
Marketing
2013-2016

CO-OP PROGRAM

MKE INSTITUTE OF ART & DESIGN

Communication Design
Marketing
2014-2016

PROFILE

Graphic designer with a focus in branding, typography, and layout design. Creative and detail-oriented designer generating original graphic content, and providing expertise and guidance to clients. Effective team player with leadership skills and time management.

EXPERIENCE

FREELANCE DESIGNER | 2012 - PRESENT

HB DESIGN

Collaborate with various clients independently as a graphic designer. Service a variety of businesses with graphic designs from business cards to invitations.

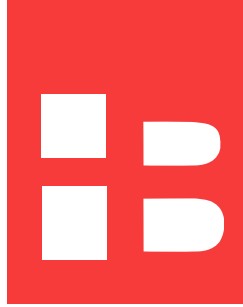
- Utilize Adobe Creative Suite to create illustrations and designs.
- Produce detailed visuals and illustrations while creating designs specific to client requests and desires.
- Communicate with clients to ensure visual concepts meet standards.
- Freelance work in wedding invitations, branding systems, and other printing materials.

GRAPHIC DESIGNER | 2017 - 2019

SHOPKO CORPORATION

Designed Shopko ads, specifically home spreads, from thumbnails to print. With the goal to inspire interest, highlighting great price points, therefore driving traffic.

- Art directed photo-shoots for product to elevate and highlight merchandise by being on trend with competitors and industry.
- Created new styling and photography standards for seasons, such as holiday spreads, to make ads fresh and creative.
- Designed seasonal ads, such as Easter Sale, that appeared across different outlets such as, print, in-store sign-age and billboards.



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SKILLS

TECHNICAL

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Aftereffects
- Muse

INTERESTS

HOBBIES

- Volunteer Experience
- Photography
- Illustration

EXPERIENCE (CONTINUED)

START-UP INNOVATION TEAM MEMBER | 2016

THE COMMONS

Participated in the Fall 2016 challenge. A unique academic-meets-industry initiative internship. Tasked with creating a marketing plan and design for a start-up company.

- Practiced creative thinking methodology.
- Built professional skills in task management, marketing research, social networking and presentational skills.
- Designed work in brand identity and illustration.

FREELANCE DESIGNER | 2016

NOFFKE ROOFING & NOFFKE TREES

Carried out various projects for both small businesses.

- Utilized Adobe Creative Suite to create illustrations and designs.
- Produced detailed visuals specific to client requests and desires.
- Worked in website design, brand identity, and social marketing.

GRAPHIC DESIGN INTERN | 2016

MILWAUKEE CHILDREN'S CHOIR

Was responsible for producing marketing elements and photographing events for the organization.

- Produced detailed event design including flyers, posters, and on-line banners using Adobe Creative Suite.
- E-mail blasts.
- Photography and editing.

REFERENCES

MAGGIE DONKOR

Shopko Teammate

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MATT YAHNKEE

Shopko Teammate

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