

HAILEY IVY

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SUMMARY

UX/UI Designer, Graphic Designer and Illustrator with 10+ years of working experience in the management of the complete design process, from conceptualization to delivery. Recent graduate of the UX/UI Design Boot Camp at the University of Texas at Austin, skilled in print design as well as web and mobile design specializing in Figma and Adobe Creative Suite. Enjoys solving user problems in exciting and creative ways and an expert at project coordination and communication.

TECHNICAL SKILLS

Technical: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, HTML5, CSS, JavaScript, Bootstrap, jQuery, Constant Contact, Google Drive, 2020 Design, MS Office

UX/UI: Figma, Adobe XD, Invision, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development, Miro, Mural, Paper and Pencil

Soft Skills: Passionate, strong communicator and collaborator, excellent organizational and time management skills, creative thinker and problem solver, outstanding attention to detail

EXPERIENCE

Graphic Designer

2010 – Present

HaileyIvy.com

Austin, TX

Developed numerous marketing materials for clients (logos, business cards, illustrations, brochures and web designs)

Key Accomplishments / Duties:

- Communicate with clients to determine marketing and design vision, scope of work, budgets and deliverable time frames
- Guarantee that projects exceed client expectations

Graphic Designer

2010 – 2020

Sterling Rail, Inc.

Austin, TX

Lead in the application of graphic and layout materials in Sterling Rail Classifieds (quarterly print publication), Sterling Rail website and daily email campaigns

Key Accomplishments / Duties:

- Delivered production-ready graphics in a timely manner for use in both print and web applications
- Successfully managed at least 3 projects or tasks at any given time while under pressure to meet daily and weekly deadlines

**Marketing Director
Lone Star Valley**

2017 – 2020
Austin, TX

Executed the production and delivery of marketing materials such as postcards, brochures and product packaging for Lone Star Valley's various hemp products

Key Accomplishments / Duties:

- Maintained efficient use of project budgets
- Consulted with sales staff on the most appropriate graphic design options based on their overall goals

**Marketing Director / Cabinet Designer
620 Design Center / Cabinet Excellent**

2017 – 2019
Austin, TX

Managed all marketing for the interior design showroom and cabinet store as well as designed cabinet layouts.

Key Accomplishments / Duties:

- Was trained in the 2020 Design software and created kitchen and bathroom cabinet layouts
- Prepared budget proposals and presentations for potential cabinet customers

PROJECTS

Medical Mobile Application Design Concept: LemonAide
haileyivy.com/lemonaide

- **Goal:** Create a iOS mobile design concept that serves as a daily mental health check-in app and commits to normalizing mental health care in a world where it is still stigmatized.
- **Role:** UX Researcher, UX/UI Designer, Illustrator
- **Tools:** Figma, InVision, Miro, G Suite, Zoom, Photoshop, Illustrator, Trello, Otter.AI

Non-Profit Organization Mobile Application: Kids in a New Groove
haileyivy.com/king

- **Goal:** Conceptualize an iOS mobile app design giving foster parents easy access to the music mentorship services provided by "Kids in a New Groove" (KING), an existing non-profit that provides foster children with free instruments and instruction by volunteer musicians.
- **Role:** UX/UI Designer, Illustrator
- **Tools:** Figma, InVision, Miro, G Suite, Zoom, Photoshop, Illustrator, Trello

Government Agency Responsive Website Redesign: National Oceanic & Atmospheric Association
haileyivy.com/noaa

- **Goal:** Redesign the National Oceanic & Atmospheric Association website into a responsive web design with new information architecture, navigation, and layout design.
- **Role:** UX Researcher, UX/UI Designer, Illustrator
- **Tools:** Figma, InVision, Miro, G Suite, Zoom, Photoshop, Trello, Otter.AI

EDUCATION

UX/UI Design Boot Camp Certificate: The University of Texas at Austin

Austin, TX, April 2020 - October 2020

An intensive 24-week long boot camp dedicated to UX/UI Design. Skills learned consist of Figma, HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual Prototyping & Wireframing and User Interface Development

BS in Visual Communication Design: The University of Evansville

Evansville, IN, 2006 - 2010

Achievements & Awards

Indiana Collegiate Press Association (2011)

Yearbook: 1st Place, Overall Design & Execution

Visual Communication Design Award (2010)

Dick Blick Award (2009)