



# Hailey Ivy

UX / UI DESIGNER & ILLUSTRATOR

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## Professional Profile

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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 am an expert at project coordination and communication.

## Projects

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**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.

**ROLES:** UX Researcher, UX/UI Designer, Illustrator

**TOOLS:** Figma, InVision, Miro, G Suite, Zoom, Photoshop, Illustrator, Trello, Otter.Ai

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**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.

**ROLES:** UX/UI Designer, Illustrator

**TOOLS:** Figma, InVision, Miro, G Suite, Zoom, Photoshop, Illustrator, Trello

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

**GOAL:** Redesign of National Oceanic & Atmospheric Association website into a responsive web design with new information architecture, navigation, and layout design.

**ROLES:** UX Researcher, UX/UI Designer

**TOOLS:** Figma, InVision, Miro, G Suite, Zoom, Photoshop, Trello, Otter.Ai

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## Experience

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**Graphic Designer | HaileyIvy.com | Austin, TX | May 2010 - Present**

- Developed numerous marketing materials for clients (logos, business cards, illustrations, brochures and web designs)
- Communicate with clients to determine marketing and design vision, scope of work, budgets and deliverable time frames
- Guarantee that projects exceed client expectations

## Experience

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### Graphic Designer | Sterling Rail, Inc. | Austin, TX | August 2010 - November 2020

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

- 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 | Austin, TX | April 2017 - November 2020

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

- 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 | Austin, TX | March 2017 - Oct 2019

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

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

## Skills

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Figma	CSS	Mural
Adobe XD	JavaScript	Google Drive
Invision	Bootstrap	2020 Design
InDesign	jQuery	Microsoft Office
Photoshop	User-Centric Design Research	Paper and Pencil
Illustrator	Visual Prototyping & Wireframing	Strong communicator and collaborator
Acrobat	User Interface Development	Excellent organizational and time management skills
Dreamweaver	Constant Contact	Creative thinker and problem solver
HTML5	Miro	Outstanding attention to detail

## Education

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### UX / UI Design Boot Camp Certificate | The University of Texas at Austin | Austin, TX | 2020

An intensive 24-week long boot camp dedicated to UX/UI Design. Skills learned consisted 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)