



Prolific designer and illustrator who employs a multitude of talents when facing exciting and challenging situations. An entrepreneur at heart who is passionate about using design to delight consumers while simultaneously achieving business objectives.

Contact

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haleyjoy.com

Relevant Skills

- User Research
- Field Observation
- Wireframing
- Rapid Prototyping
- Understanding of HTML, CSS, Javascript, XAML, C# limitations
- Visual Storytelling
- Copywriting
- Graphic Design

Relevant Software

- Photoshop
- Illustrator
- Sketch
- Axure
- Invision
- Balsamiq

Additional Skills,

Tools & Experience

- CNC Laser Cutting / Engraving
- Extensive color theory education
- Character Design
- Wall Mural Painting
- Animation
- Social Media Marketing

Associations and Conferences

- SXSW 2019
- Enterprise UX 2018
- Big Design 2018
- Dallas Society of Visual Communications
- UXPA International

Education

Bloc, Inc. UX/UI Design Program August 2017

Academy of Art University, San Francisco, CA August 2016
B.F.A. Digital Illustration

Experience

Heritage Auctions, Dallas, TX 2018 - Present

- Did user research and design work on specialized tools for 13+ teams and oversaw adoption of new application
- Identified automatable processes to save employee hours and make user experience smooth and delightful
- Helped scale and maintain a Design Library containing patterns and solutions saving developer hours and helping to enforce company-wide patterns and standards
- Updated and maintained hundreds of wireframes and clickable prototypes in Axure

Love Note Studios, San Francisco CA & Dallas, TX 2013 - Present

- Independently built freelance and ecommerce brand through social media marketing and online sales
- Established brand presence with a niche online market and maintained excellent customer relations
- Generated both B2B and B2C sales, ranging from logo and business card design to wall murals and window clings, resulting in a 75% repeat client base
- Maintained a highly profitable business, generating approximately \$70,000 gross profit

Projects

Portfolio projects include examples of user research, concept development, user surveys, data analysis, wireframing, HD graphic design, logo design, custom icons and prototype production.

View my portfolio projects at haleyjoy.com/portfolio

Read about my Design Process at haleyjoy.com/design_process