



Hayley Harkema
graphic designer + animator

ADDRESS 3501 13618 100 ave
Surrey, BC V3T 0A8

CONTACT ☎ 613 - 402 - 2414

✉ hayley.harkema@gmail.com

Be behance.net/hayleyhark31f4

PROFILE

A resourceful and curious third year Interactive Arts and Technology student obsessed with graphic design and media production that can also code.

Adept with an array of creative and technical tools I enjoy creating thoughtful solutions to multidisciplinary problems. I thrive under pressure and enjoy a fast-paced and dynamic workplace where I can continue to expand my skills and learn more about combining interactivity.

DESIGN SKILLS

beginner | proficient | expert



SOFTWARE



WEB/CODE



EDUCATION

Simon Fraser University: 2014 - present
B.A. Interactive Arts + Technology
transferred 2014 from Carleton University

SFU's SIAT program provides a diverse interdisciplinary educational experience. Through fast-paced, hands-on projects students learn how to approach working in different forms of media from print to web.

PROJECTS

Web Development (Kalmont Rescue): 2016
information design

BRIEF

Designed and coded a **responsive website** with five pages using **HTML** and **CSS**. My role included **wireframing** using **Axure** and writing the **HTML** and **CSS** for 3 pages.

- Developed interactive wireframes for three iterations including the final prototype.
- Conducted user testing using problem discovery method which was then used to enhance our landing page.
- Created user persona after conducting research into potential users of website which helped tailor the design to the desired user experience.

RESULTS

Created functioning webpage that works across platforms including widescreen monitors, laptops, tablets and phones.

Animated Short Film (The Water Bearers): 2017
3D computer graphics

BRIEF

In a team of four we created an **animated short** in four months using Autodesk's **Maya**. My role included conception, storyboarding, modelling, rigging, and animation.

- Guided early development as lead storyboard and concept artist using a combination of digital and traditional media.
- Animated one third of film including key character animations using the pose-to-pose process.
- Solely responsible for all character rigging and modeling.

RESULTS

Created a three minute short film focused on personifying inanimate characters through animation.



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WORK EXPERIENCE

Volunteer Illustrator

Salt Spring Island Music and Garlic Festival

2016

- > Created themed colouring pages for attending children and families
- > Created three concept pages and pitched them to the event coordinator
- > Developed the final colouring page in Adobe illustrator that was printed based on feedback from coordinator

Produced one high-quality illustration for use as a childrens colouring page at a music fesitval. Three pieces were pitched; each appealing to different users. The final piece was created in Adobe Illustrator and printed for use at the festival.

Assistant Events and Communications Coordinator

CityStudio Vancouver

Spring 2017

- > Assisted in the planning of CityStudio's Hubbub 8. An event held at Vancouver city hall that featured over 20 projects and hosted over 100 people.
- > Aggregated, analysed and presented project data from the past five years to office manager which was used to assess and project company growth for the next five years.
- > Managed social media updates for over two months using Hootsuite social media manager.

CityStudio Vancouver is a small design studio that brings together Vancouver's universities and the city by organizing projects between the two, providing a uniquely diverse work-study postion that included, event organization, social media management, budget balancing, and web development.

Senior Instructor

Salt Spring Island Sailing Cub

2012 - Present

- > Facilitated over 40 sailing courses, managing up to twelve students ages 6 and up.
- > Planned and coordinated daily activities with other instructors to streamline activity and maximize resources, which led to increased instructional time for students and fewer incidents between sailors.

Oversees the safety and instructional quality of a group of seven instructors and volunteers that instruct up to 200 students every summer in a fast-paced, dynamic environment. Supports the education of students with weekly schedules, presentations and critical feedback.

ACHIEVEMENTS

Simon Fraser University
Dean's Honour Roll: GPA 3.5+

2015 - 2017

Simon Fraser University
End of Year Showcase Nominee x2

2015

Carleton University
Dean's Honour List: GPA 10.0+

2013 - 2014

Carleton University
Tier 2 major entrance scholarship: Average 90 - 95

2016 - present

INTERESTS



Hopping in a sailboat and discovering secret places in the islands around me



I find it magical th at I can plant a small leaf and watch it turn into a whole new plant.



I love drawing out the meaning of words through their visual forms through calligraphy; bringing life to a page.