

Haley Guilfoile

High energy prolific designer 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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Dallas, TX

haleyjoy.com

Relevant Skills

- User Research/Testing
- Wire Framing
- Rapid Prototyping
- Working knowledge of HTML, CSS and JavaScript limitations
- Illustration and Visual Storytelling
- Copywriting
- Graphic Design

Relevant Tools & Software

- Photoshop
- Illustrator
- InDesign
- Sketch
- Invision App
- MyBalsamiq

Additional Skills, Tools & Experience

- CNC Laser Cutting/Engraving
- Working knowledge of 3D Printing and 3D Modeling limitations
- Extensive Color Theory education & experience
- Character Design
- Licensing
- Animation & Interactive Arts
- Crowdfunding and Social Media Marketing
- Jewelry & Metal Art
- Wall Murals

Professional Associations

- Dallas Society of Visual Communicators

Education

Bloc, Inc. UX/UI Design Program

August 2017

Academy of Art University, San Francisco, CA

August 2016

B.F.A. Illustration (Digital)

Experience

Rebranding for ReWAXation Spa, San Francisco, CA and Austin, TX August 2017 - Present

- Redesigned website, logo and business cards
- Designed, planned and painted murals at locations in both San Francisco, CA and Austin, TX
- Designed and produced storefront window clings, t-shirts, customer loyalty cards and custom spray tan stickers

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 within a niche online market and maintained excellent customer relations resulting in a 75% repeat client base
- Generated both B2B and B2C sales
- Maintained a highly profitable business, generating approximately \$50,000 gross profit

Collaborative Digital Publishing, San Francisco, CA Sept 2014 – May 2015

- Worked with two teams of illustrators, advertisers and web designers to conceptualize, plan, execute and publish two interactive E-magazines
- Workshopped overall theme for each issue and collaboratively brainstormed article ideas
- Assisted with research, copywriting and interviews
- Illustrated 10+ articles
- Executed interactive pieces using the InDesign digital publishing suite

Projects

Performed initial research, developed concepts, took user surveys and analyzed data, designed wireframes, developed HD pages, created custom icons and produced clickable prototypes. Projects include:

Happy Hour: A mobile app that lets users track the wines and beers they have enjoyed, discover new tastes based on preferences, create and share wishlists
haleyjoy.com/happyhour

Loco Moda: A buying and selling platform for fashion lovers and creatives, where shoppers looking for the perfect piece can find one-of-a-kind wearable art
haleyjoy.com/locomoda

Additional work can be found at haleyjoy.com/portfolio