

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
- Copywriting
- Graphic Design
- Illustration and Visual Storytelling

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

Education

Bloc, Inc. UX/UI Design Program

August 2017

Academy of Art University, San Francisco, CA

August 2016

B.F.A. Illustration (Digital)

Experience

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

Blythecon Chicago, Chicago, IL

Feb - Oct 2015

- Designed and maintained event website
- Conceived and executed collection of themed illustrations and translated them to publicly purchasable products
- Planned and executed personal artist sales booth, generating over \$5,000 gross profit during seven hour convention

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