

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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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

Loco Moda: A buying and selling platform for creatives and fashion lovers

Performed initial research, developed the concept of a buying and selling fashion community, took user surveys and analyzed data, designed wireframes for the entire site, further developed key pages, and fully rendered landing and item listing pages

haleyjoy.com/locomoda

Street Sweet: An app enabling food truck lovers to find and order from their favorite sweet-themed food trucks

Designed the app, produced user stories and flows, selected paired typefaces with a color palette, designed the logo, icons, wireframes and layouts, and produced a clickable prototype

haleyjoy.com/streetsweet