

Haley Guilfoile

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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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
- 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

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
- 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 \$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 through University publishing house
- Assisted with research, copywriting and interviews
- Illustrated 10+ articles
- Executed interactive pieces using the InDesign digital publishing suite
- End users included University professors and students as well as San Francisco/Bay Area residents

Projects

Portfolio projects include examples of customer research, concept development, user surveys and data analysis, wire framing, HD page development, logo design, custom icon creation and clickable prototype production. Sample projects include:

Oakspace: An urban open office workspace and community

haleyjoy.com/oakspace

Lilypad: A mobile app providing plant care information, instructions and reminders

haleyjoy.com/lilypad

Jones Limo: A luxury limousine service

haleyjoy.com/jones-limo

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

haleyjoy.com/happyhour

Additional work can be found at haleyjoy.com/portfolio