

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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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

Relevant Coursework

- Color Theory & Principles of Design
- Digital Media 1, 2 & 3
- Illustration 1, 2 & 3
- Collaborative Digital Publishing
- Advertising

Additional Skills, Tools & Coursework

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

Education

Bloc, Inc. Designer Track UX/UI Bootcamp

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 approximately 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 illustration, advertising and web design students 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

ReWaxation, San Francisco, CA

Mar – Aug 2016

Receptionist, Office Manager and Spray Tan Technician

- Responsible for opening & closing, stock room management, scheduling, phone & email communication with customers for multiple locations, maintaining equipment, maintaining property, continual communication with out-of-state owners
- Designed and painted wall mural for primary salon location
- Income supplemented final year of education expenses

Blythecon Chicago, Chicago, IL

Feb - Oct 2015

- Volunteered as one of four committee members responsible for planning and executing non-profit event
- Designed and maintained event website
- Conceived and executed collection of themed illustrations and translated them to publicly purchasable limited edition textile prints, mugs, buttons, etc.
- Planned and executed personal artist sales booth containing art prints, custom dolls, laser cut jewelry, screen printed tote bags, etc., generating over \$5,000 gross profit during seven hour convention