

# 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](http://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

## 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](http://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](http://haleyjoy.com/locomoda)

Additional work can be found at [haleyjoy.com/portfolio](http://haleyjoy.com/portfolio)