

Hayley Jolliffe

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SUMMARY

Detail-oriented digital designer skilled in translating complex strategies into intuitive, scalable design systems and user-centered experiences that balance precision and functionality. Adept at collaborating with cross-functional teams and driving projects from concept through execution, ensuring consistent, scalable, high-quality outcomes.

EXPERIENCE

Digital Designer Jan. 2023 – Present

Freelance

- Partner with early-stage founders to define brand identities, establish scalable design systems, and craft fundraising decks aligned with investor expectations

Digital Designer Apr. 2022 – Nov. 2023

DBS

- Refined and scaled design and file management systems to support rapid company and client growth
- Owned brand identity and design system creation for all full-service clients
- Defined templating and file management standards to reduce time from final client approval to asset handoff by 32%

Digital Designer Jun. 2021 – Apr. 2022

Bard, fka Spart

- Directed content creation and platform strategy for X and Instagram
- Architected content workflows to streamline scheduling, reducing turnaround by 23%
- Drove platform strategy that increased active users by 174% and community growth by 136%
- Launched X campaign that accelerated follower growth by 172% and monthly impressions by 1812%

Social Media Intern Mar. 2021 – Jun. 2021

Wonsulting

- Produced all static content for Instagram and LinkedIn
- Developed and implemented a 12-week organic content strategy and campaign for Instagram and LinkedIn as internship project
- Analyzed content performance to inform future campaign development
- Campaign implementation increased Instagram followers by 36K, LinkedIn followers by 17K, and total monthly impressions by 3.2M

PROJECTS

Weston Labs | *Jekyll, Obsidian, Git* Aug. 2025 – Present

- Established a scalable R&D workflow to systematize self-directed learning and experimentation with design/engineering tools
- Built a public-facing lab site in Jekyll to extend Obsidian workflows, leveraging native Markdown and Liquid for seamless publishing
- Designing an automated system with Liquid and YAML to dynamically connect lab notes and surface internal link previews

Core | *Swift, SwiftUI, WidgetKit* In development

- Designing and prototyping a microsuite of minimalist iOS utilities focused on essential functionality
- Leveraging WidgetKit to prototype a simplified dumbphone mode that preserves essential iOS functionality

EDUCATION

Conestoga College Grad. Dec. 2023

Advanced Diploma in Business - Marketing

- Bill Harrison School of Business Scholar; 3.9GPA

DESIGN & TECHNICAL SKILLS

Design Systems & UX/UI: Figma, Adobe CC, Webflow, Framer

Frontend Prototyping & Development: HTML/CSS, JavaScript, Tailwind, SwiftUI

Workflow & Collaboration: Git, VSCode, Notion, ClickUp, Asana, Motion