HAILEY HALTERMAN

hailey.halterman@gmail.com
440.225.3656
29026 Pembrooke Boulevard
Olmsted Township, OH 44138

SKILLS

COMPUTER & TECHNOLOGY
- Adobe Creative Suite
- Typography
- File Prep for Print Production
- Front End Dev Languages [HTML, CSS, JavaScript]
- Cross Platform OS Knowledge
- Digital Color Management
- Microsoft Office
- Social Media
- Photography

GRAPHIC DESIGN
- At Cleveland Menu, I work closely with nationwide clients to design menus and collateral for their restaurants and outlets by learning the brand and personality of each client.
- As the marketing intern at the PIB Chamber, I designed ads and collateral to promote the brands of chamber members. I also designed logos and material for several chamber events such as Oktoberfest, Wine Fest and the annual music Festival.

ATTENTION TO DETAIL
- At Cleveland Menu, it is crucial to pay close attention the details of a job so the proofing process and production of the menu go smoothly. Any changes made by the client need to be implemented on the proof as well as recorded on the job ticket for tracking.
- When hand-coding a website it is paramount to pay close attention to the code and catch mistakes before they cause issues in the site.

ORGANIZATION
- Working in the fast-paced environment of Cleveland Menu, I learned to schedule my day in order to be more efficient with each project.
- At the PIB Chamber, I often worked on projects with overlapping timelines so I learned to meet with the chamber members, establish deadlines and prioritize the projects accordingly.

COLLABORATION
- Collaboration is a predominant requirement at Cleveland Menu, as strong communication between designer and client leads to a more efficient and creative outcome. Additionally, a designer must be mindful of the client's timeline in order to provide product on time.
- At Pita Pit, I interacted with managers from the Toledo Mud Hens and Toledo Hotels to create Pita Pit marketing material that would draw in customers for all parties involved.

MOTIVATION
- At Cleveland Menu, implementing current design trends into client work is vital to preserving the brand of the client. I research the latest designs in their market segment to elevate the design.
- As part of the Digital Solutions Department at Cleveland Menu, I am immersed into current UI/UX trends so that we can implement them into our software. I even attended a coding bootcamp to further this knowledge.

EXPERIENCE

CLEVELAND MENU
Cleveland, Ohio
Graphic Design & UI/UX Design
May 2018- Present

CORN FESTIVAL COMMITTEE
North Ridgeville, Ohio
Volunteer Webmaster &
Social Media Manager
January 2019 - Present

PUT-IN-BAY CHAMBER OF COMMERCE
South Bass Island, Ohio
Content & Marketing Intern
May 2017- August 2017

PITA PIT | PIECE OF PI FRANCHISES
Toledo, Bowling Green & Akron, Ohio
Media & Marketing Intern
May 2016- May 2017

EDUCATION

CASE WESTERN RESERVE UNIVERSITY
October 2018 - April 2019

Full Stack Coding Bootcamp
- Full Stack Development Certification

BOWLING GREEN STATE UNIVERSITY
August 2015 - August 2018
Summa Cum Laude

Bachelor of Science in Technology
- Major in Visual Communication Technology
- Specializations
  - Web Design
  - Print Media
  - Marketing
- Involvement
  - Honors College
  - Honors Learning Community
  - Visual Communication Technology Organization
  - Student Philanthropy Committee