



HAYLEY ALLINGTON

GRAPHIC DESIGN & ANIMATION

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I'm a graphic designer and animator based anywhere and everywhere. I create work with heart, purpose, originality, and love to collaborate with others who value the same things. I specialize in brand identity, packaging design, and 2D illustration & animation. With a keen eye for detail, my work is known for its thoughtfulness, creativity, and warmth.

EDUCATION

Ecoversity, Permaculture Design Certification | February 2021 - August 2021
DePaul University, MA Animation | September 2015 - March 2017
University of Wyoming, BA Graphic Design | August 2010 - May 2014

EXPERIENCE

Senior Graphic Designer, RPT Realty, New York, NY | 2022 - Present
Graphic Designer, RPT Realty, New York, NY | 2019 - 2022

Work closely with the executive team to create marketing collateral for acquisition, accounting and leasing teams as well as for the engagement and retention of investors. Design a pipeline of assets including, but not limited to landing pages, display ads, graphics for social media pages and postings, images for emails, info-graphics, event signage and video editing. Create visual design solutions that maintain brand consistency through various channels and run quarterly audits to update design assets.

Freelance Graphic Designer, Self-employed | 2013 - Present

I create logos, branding packages and other design collateral for small businesses and individuals for their design needs. Project included, but are not limited to: photography & photo editing, illustration, logo design, event signage and invitation packages.

Graphic Designer, Digital Pavilion Marketing, Brooklyn, NY | 2017 - 2019

Branding, rebranding, marketing and advertising for locally owned businesses in and out of house. Idea creation, research and art direction were a large part of this position. Regularly attend pitch meetings to further develop designs and company branding to institute a consistent flow through print and digital outlets.

Graphic Designer, Only Co., Sheridan, WY | 2017

Worked as a contract graphic designer to create brands and marketing material for local businesses and internally for the agency.

Digital Media Designer, Gannett Imaging and Ad Design Center, Des Moines, IA | 2014 - 2015

Created numerous animated and static ads for a wide variety of clientele. Consistently staying within the company specific guidelines and each client's instructions while creating advertisements. Optimized photos and various graphics to achieve consistency when working on an order with several different sizes.

SKILL SET

Conceptual Design	Typography	2D Animation	Sketch
Illustration	Logo Design	Adobe Creative Suite	WordPress
Brand Identity	Product Photography	Unity	Mac & Windows OS
Storyboarding	Web Design	Maya	
Layout	Packaging Design	Wix	

AWARDS & ACHIEVEMENTS

RPT Core Values Award, RPT Realty | 2020
39th Annual Juried Student Exhibition, University Of Wyoming Art Museum | 2014
Salon Des Refuses Exhibition, University Of Wyoming | 2014
President's List for Academics, University Of Wyoming | 2013