



HAYLEY ALLINGTON

I am a multifaceted graphic artist based out of the Kansas City area. I have 10+ years of experience working in-house and independently as a full-time and freelance graphic designer. I create work with heart, purpose, originality, and love to collaborate with others. With a keen eye for detail, my work is known for its thoughtfulness, creativity, and warmth.

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EXPERIENCE

Sales Associate/Barista, The Charmed House, December 2023 - Present

Work closely with customers to determine their needs, answer questions about products and make recommendations. Welcoming customers to the store and ensure high levels of satisfaction through excellent sales service. Working with Process POS (point of sale) purchases, maintain in-stock and presentable condition assigned areas and handling a balanced cash drawer.

Graphic Designer, Freelance, June 2013 - Present

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.

Senior Graphic Designer, RPT Realty, Remote, April 2022 - January 2024

Graphic Designer, RPT Realty, New York, NY, February 2019 - April 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. Work as administrator for the company website and head up the corporate social media channels to build a social content strategy, develop creative content, and interact with followers to grow company awareness.

Lead Graphic Designer, DP Marketing, Brooklyn, NY, August 2017 - February 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 via print and digital outlets.

Contract Graphic Designer, Only Co., Remote, June 2017 - July 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, Des Moines, IA, August 2014 - June 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	Maya
Illustration	Logo Design	Adobe Creative Suite	Wix
Brand Identity	Product Photography	HeyOrca	Sketch
Storyboarding	Web Design	PropertyCapsule	WordPress
Layout	Packaging Design	Unity	Mac & Windows OS

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