HAYLEY ALLINGTON

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EXPERIENCE

Designer & Client Partner, Compass Marketing & Advertising Partners, November 2025 - Present
I blend creative design, thoughtful messaging, and relationship management to help clients bring their brands to life. My work spans branding, print and digital design, social media content, copywriting, and campaign coordination. I collaborate closely with clients to understand their goals, translate ideas into cohesive marketing materials, and guide projects from concept through completion, all while keeping communication clear, timelines on track, and creative work aligned with each brand's voice.

Graphic Designer, Freelance, May 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.

Graphic Designer, Fervor, Kansas City, MO, May 2024 - August 2025
As a graphic designer at Fervor, I collaborated closely with our creative, client services, and leadership teams to craft compelling brand identities from top to bottom that resonated with target audiences. My role included, but was not limited to designing distinctive logos, crafting user-friendly websites, creating print and digital collateral, and building impactful presentations that align with each client's strategic objectives. I helped ensure that every design element supported the overall brand narrative and enhanced user engagement. I prioritized trust-based relationships, allowing me to deliver work that was both visually effective and strategically aligned with each client's mission.

Senior Graphic Designer, RPT Realty, New York, NY, April 2022 - January 2024
Graphic Designer, RPT Realty, New York, NY, February 2019 - April 2022
Worked closely with the executive team to create marketing collateral for acquisition, accounting and leasing teams. Design a pipeline of assets including, but not limited to landing pages, display ads, social media graphics, E-news, 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. I was the 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.

Graphic Designer, Digital Pavilion 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., Sheridan, WY, 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, USA TODAY Co., 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	Logo Design	Canva	MailChimp
Illustration	Product Photography	Figma	Hubspot
Brand Identity	UX/UI Web Design	Maya & Unity	Constant Contact
Storyboarding	Packaging Design	Riverside.fm	Asana & Slack
Editoral Layout	2D Animation	HeyOrca	Wix & WordPress
Typography	Adobe Creative Suite	PropertyCapsule	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

ACHIEVEMENTS

RPT Core Values Award, RPT Realty, 2020