



HAYLEY ALLINGTON

I'm a multifaceted graphic artist based out of the Kansas City metro area. I have many 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 who value the same things. I specialize in brand identity, packaging design, 2D illustration & animation, and art direction. With a keen eye for detail, my work is known for its thoughtfulness, creativity, and warmth.

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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, April 2022 - Present
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.

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, 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.

Freelance 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, 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

ACHIEVEMENTS

RPT Core Values Award, RPT Realty, 2020