

HALEY SARTORI

SKILLS

DESIGN •

Branding Design
Typography
Social Media
Annual Reports
Marketing
App Layouts
Infographics
Packaging Design
Project Management
Formatting

KEY SKILLS •

Creative
Team player
Detail oriented
Critical thinking
High energy
Outgoing
Organized
Communication

APPLICATIONS •

Mac OS
Adobe XD
Powerpoint
Adobe Creative Suite
Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe After Effects
Adobe Light room
Microsoft office
Miro

<https://www.hsgraphicdesigns.com/>

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HALEY SARTORI GRAPHIC DESIGNER

DESIGN EXPERIENCE

GRAPHIC DESIGNER 03, 2021-PRESENT

BOB STEELE SALON (ROSWELL, GA)

- › Development and creation of graphics on a weekly basis contributing to the visual identity and brand messaging of the company. This involved utilizing my creativity and free thinking to design visually appealing and engaging graphics that effectively communicated key messages.
- › Responsible for meeting regularly with supervisor to discuss and present design ideas. Meetings provided me with valuable opportunities to showcase my work, receive feedback, and ensure that my designs aligned with the company's objectives and brand guidelines.
- › Organizational skills proved to be helpful as I effectively managed various projects, prioritized tasks, and maintained a well-structured workflow.
- › Effective communication was crucial, both in presenting my design ideas and collaborating with team members. I consistently demonstrated adaptability and overcame challenges and obstacles that arose throughout the design process.
- › Diligently kept up with social media and marketing trends.

HEGIRA HEALTH INC. (LIVONIA, MI / 2023)

- › Annual Report 2022–2023: Provided overview of the organization's performance, achievements, financial status, and any other company information over the year.

CELEBRATE DYSLEXIA (2023)

- › Designed an infographic that showcased the history of the company for them to provide clients.
- › Redesigned a HIPPA form for their collaboration for Westover Hills Orthopaedics.

CRAZY LOVE COFFEE HOUSE (ROSWELL, GA / 2023)

- › Limited edition collection that included a new branding kit, consisting of a limited time logo, new packaging, mug, social media assets, t-shirts, tote bags, gift cards, and cups.

EDUCATION

KENNESAW STATE UNIVERSITY (KENNESAW, GA)

- › BFA in Art / Graphic Communications
- › Graphic Design Club

AWARDS

- › Presidents List Recipient (2021–2023)
- › GDUSA Award Recipient for App Design (2022)
- › Certificate of excellence for Parliament of Owls Project- Kennesaw ARTS and Culture Commission (2021)