

HALEY STEIN

HEY THERE!

You'll probably find me at a local sushi spot, on the hunt for a hidden coffee shop, or laying on the beach. When I'm not out on a walk with my dog Maple or squeezing in a workout, I'm probably lost in a book or caught up in a French Duolingo lesson.

EDUCATION

University of Connecticut

May 2020 Graduate

Bachelor of Fine Arts

Concentration / **Graphic Design**

Minor / **Communications**

SKILLS

HARD

Adobe Photoshop / Adobe Illustrator
 Adobe InDesign / Web & Digital Design
 Creative Direction / Typography
 Social Media / Adobe After Effects
 Figma / Print Production / Procreate
 Image + Video Editing & Manipulation

SOFT

Communication / Time Management
 Organization / Detail-Oriented
 Adaptable / Creative Confidence
 Experimental Mindset / Trend Awareness
 Collaboration / Problem-Solving

2021-
Current

EXPERIENCE

COLOR WOW / Graphic Designer

Wilton, CT

- * Design engaging email marketing campaigns + web assets, ensuring brand consistency + user-friendly experiences.
- * Collaborate with the Trade and UK teams to develop digital assets and print materials tailored to specific campaigns for Sephora, Marks & Spencer, hair salons, etc.
- * Lead creative direction for photoshoots and assist in managing campaign productions from concept to execution.

2021

BETCHES MEDIA / Graphic Designer (Contract)

New York, NY

- * Produced a variety of print materials for merchandise + promotional collateral, maintaining brand aesthetics.
- * Created engaging social media graphics + posts, while collaborating with the team to brainstorm on-trend content ideas that resonated with the target audience.

2020-
2021

CONAIR CORPORATION / Junior Graphic Designer (Contract)

Stamford, CT

- * Crafted eye-catching web assets for the Conair site, their Amazon storefront, and their Walgreens' PDP's.
- * Assisted in the digital rebranding of the Infiniti Pro collection, contributing to refreshed visuals.

2018-
2020

OPS & INFO MANAGEMENT / Graphic Design Specialist

UConn - Storrs, CT

- * Headed the production of event flyers, digital maps, and programs, working alongside the OPIM team to create cohesive + visually engaging designs for the department.

PREVIOUS CLIENTS

PLANTA / SONO 50 / Electric Picks / The Granola Bar
 Desert Fox / Ninety-Two Thorpe / F-Factor
 UConn Werth Institute / Scholastic