



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 deep in a French Duolingo lesson.

EDUCATION

University of Connecticut

May 2020 Graduate

Bachelor of Fine Arts

Concentration / **Graphic Design**

Minor / **Communications**

SKILLS

HARD

Proficient:

Adobe Photoshop / Adobe Illustrator
Adobe InDesign / Web & Digital Design
Creative Direction / Typography

Basic Knowledge:

Adobe After Effects / Figma
Print Production / Procreate
Image Editing & Manipulation

SOFT

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

EXPERIENCE

2021-

CURRENT

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

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

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.

PAST CLIENTS

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