HAILEY DAVIS

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ARTIST & BRAND DESIGNER

badidea.xyz » leyhai@gmail.com » 469•774•3874

WORK EXPERIENCE

AT&T PERFORMING ARTS CENTER
2021-2024 • DAL
In House Senior Brand & Creative Consultant

Institute a re-brand of materials and content while reforming brand standards to attract a wide range of target audiences. Conceptualize seasonal and themed marketing campaigns, providing direction and oversight for associated collateral. Design large format signage, custom print and digital programs, and specific show pieces including animations for a variety of live shows and community events.

RED STELLA SALON 2023 • AUS
Artist & Brand Designer

Logo redesign and display sign; full design system with custom icons utilized for salon menu, business cards, stickers and other printed materials; mural-ready pop-art illustration.

AABA ENERGY 2020 • DAL
IT & Creative Consultant

Recommend, implement, and configure software including: domains, email, Microsoft Admin and Accounts, and company intranet. Created logo and launch website.

DESIGN MEDIA 2016-2021 • SFO
In House Graphic Artist

Detailed, process oriented design including: conceptual layouts and typography, charts and graphs with multi-tier information, iconography, curating images, and creating social media content. Working with brands such as Apple, HP, California Peace Officers Association, and California Community Colleges.

WORLD OF CAPTURE 2018 • DAL
Art Director

Created logos and brand identity, including new tone and copy. Provided Art Direction for implementation in full website redesign, social media content, and promotional videos.

EVEO, INC. 2010-2015 • SFO
In House Visual Designer

Digital design and associated print apps, websites, information portals, and social networks for global health and wellness brands. Closely working with UX, copywriters, and developers. Very familiar with detailed submission decks and legal reviews.

SKILLS

SOFTWARE
Photoshop, InDesign, Illustrator, After Effects, Figma, Microsoft Admin/Office, GSuite

DESIGN
brand identity, visual design systems, concept creation, editorial layout, logos, typography, print design, web design, storyboarding, small animations, animated gifs

SOFT SKILLS
INTP, organization, flexible gear shifter, solution oriented, attentive listener, empathy, notice the details while maintaining an elevated overview

BACHELOR OF SCIENCE, GRAPHIC DESIGN

EXTRAS

40+ HRS COMPTIA A+ Training
40+ HRS COMPTIA Network+ Training
Brookhaven Community College, 2020

Bartender for the Oregon Eclipse Festival: part of a 50 person staff providing drinks & entertainment for a 50k person event.
Big Summit Prairie, OR, 2017

Bartender for the 25k person holiday swell communicated in 3 languages and exchanging multiple currencies on the fly.
Punta del Diablo, Uruguay, 2016