

## VISUAL DESIGNER

# Hayley Meister

### PACKAGING DESIGNER, MCFARLANE TOYS, TEMPE AZ – JUN 2021-CURRENT

Conceptualize and design packaging for popular lines of action figures. Fulfill marketing design requests. Maintained online database of print-ready and working files. Designed logos for new toy lines. Work closely and efficiently with a team of designers and coordinators in a remote setting. Extreme attention to detail to ensure proper information is on each package prior to printing.

### GRAPHIC ARTIST, AQUIMO SPORTS, MESA AZ – MAR 2020

Created graphics for sports-based mobile phone games.

### VISUAL MERCHANDISING/GRAPHIC DESIGNER, HARVEST, TEMPE, AZ – JUL 2018-NOV 2019

Created and maintained digital and print signage for dispensary locations nationwide. Developed assets for new store openings. Updated marketing collateral to meet new branding and compliance standards. Collaborated with agency contacts to meet deadlines on promotional assets. Supported other departments through design and file management.

### ART DIRECTOR, HP2 PROMOTIONS, PHOENIX AZ – AUG 2014-JUL 2018

Optimization of print graphics for B2B and B2C clients in various industries. Created apparel graphics for screen printing and embroidery. Designed Text to Win, IRC and POS campaigns. Developed logo identities for local businesses. Maintained and updated company website.

### PHOTOGRAPHER/GRAPHIC DESIGN, WHEEL SPECIALISTS, INC, TEMPE AZ – JAN 2014-MAY 2014

Photographed, edited, retouched, and uploaded product images for website use. Designed and implemented website sliders. Sale sheet and catalog design.

### LEAD DESIGNER, NFDNETWORK, SCOTTSDALE, AZ – DEC 2012-JAN 2014

Created graphics for web and print, direct mail, social media and advertisements. Designed e-commerce website themes for firearms manufacturers and retailers. UX/UI development for new website proposals. Lead team of Designers under Creative Director.

### MULTIMEDIA DESIGNER, STRUCK-DOWN ENTERTAINMENT, BUFFALO NY - JUN 2006-DEC 2012

Created graphics and animations for music video projects and presentations.

## EDUCATION

SUNY College at Buffalo, Buffalo NY – 2006-2009 – BA Communication Design, 2009

2009 Earl Wolgruber Scholarship Award for Outstanding Design

Gannon University, Erie PA – 2005-2006

Phi Eta Sigma National Honor Society

## SKILLS

- Adobe CC - Photoshop, Illustrator, InDesign, Acrobat, After Effects, Lightroom, Premier Pro
- Microsoft Office, PC and Mac platforms

Creativity, Attention to Detail, Organized, Collaboration, Empathy, Flexibility, Time Management