

Haley Boerger

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Graphic Designer

Highly motivated, accomplished Creative Designer with 5+ years' experience and passion for branding and graphic storytelling to create compelling marketing campaigns

Able to serve as a brand steward for visual communication at all touchpoints, designing brand-enhancing creative materials in all formats across print & digital (print ads, collateral, banners, signage, sales tool kits, newsletters, website graphics, landing pages, subscription services, email, display ads, motion graphics, social media). Skilled in providing creative direction and feedback to ensure creative development is in alignment with brand standards. Can lead photoshoots. Track record of success consistently delivering fresh concepts and ideas to keep the brand current and dynamic. **Areas of expertise...**

Technical Skills Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Lightroom), Sketch MS Office Suite (Word, Excel, PowerPoint), InVision, Procreate, WordPress, Typography, Color Theory, HTML, CSS, Video Production, Rich Media, Drawing, Painting, Editing, Packaging, Environmental Design, Iconography, Layout Skills, Concepting

Soft Skills Detail-Oriented, Communication, Multitasking, Problem Solving, Ambiguity Management, Timelines, Collaboration, Commercial Awareness, Storytelling, Composure Under Pressure, Strong Contributor

Professional Experience

Amazon - Blink - Marketing – Remote living in Orlando
Visual/Graphic Designer, December 2020 to Present

Design and strategize creative for Blink from full global product launch creative to packaging and social media. Blink is an Amazon devices company that sells a DTC home security system. Creative is developed for 4 different markets, the United States, Canada, the United Kingdom and the European Union. Responsible for the entire brand creative and managing two freelancers.

Selected achievements:

- Design global launch creative for new products including packaging, detail pages, traffic assets, emails, organic social, paid social, and website updates.
- Responsible for developing a nationwide social ad that saw more than 6x Blink's average CTR.
- Developed packaging for 3 new products launching on a global scale and in 5 languages.
- Created the Blink preview screens in the iOS and Android app store.

OM Agency – Orlando, FL

Freelance UX Designer, August 2020 to December 2020

Developed website pages for desktop, tablet and mobile for a variety of clients. Created digital ads using video and motion graphics and eBooks.

The Walt Disney Company - Talent Acquisition Marketing – Orlando, FL

Creative Designer PH / Associate Creative Designer PH, December 2018 to December 2020

Lead the design, development, and execution of creative marketing materials and creative assets. Design multiple marketing brands. Develop experiential designs to increase brand awareness and brand engagement. Write and direct storyboards for video shoots. Direct photoshoots. Design social media ads, including creative Facebook canvas ads. Provide feedback and recommendations for creative production. Managed design work with two freelancers.

Selected achievements:

- Led ideation and design to create experiential and marketing assets for the 2019 Grace Hopper conference, including two large scale booth installations and merchandising for a 20K+ audience - achieved trending status on Twitter.
- Designed branding for the Disney College Program, Disney Engineering, and DisneyTech.

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- Created the Disney+ Instagram launch campaign.
- Managed creative photo shoots and video shoots involving models and talent in Disneyland Magic Kingdom and California Adventure theme parks for new branding imagery, reaching 50K applicants each year.
- Oversaw design, wireframe, layout, UI suggestions, and competitor research for the homepage design for DisneyTech.com – ultimately influenced the design for the main Disney Careers site.
- Demonstrated diversity of expertise in experiential marketing, billboard creation, training videos, event designs, print/digital ads, and website redesigns.
- Read 50 intakes and wrote 20 storyboards for Lucasfilm and Disney Streaming Services.
- Partnered with the internal communication team behind @officialdisneyprogram with 73.4K followers, creating the initial look and feel as well as visual advertising.

The Walt Disney Company - Talent Acquisition Marketing – Orlando, FL

Creative Design Intern, June 2018 to December 2018

Contributed to designing and developing creative assets for print & digital media and events, including flyers, newspaper ads, print ads, web banners, and table tents. Supported cross-functional teams in Entertainment and Casting Services, Disney Aulani, and Disney Internship Programs. Assisted in photo shoots and video shoots at theme parks

Selected achievements:

- Developed the creative concept and executed seven posters for two Entertainment installations, showing visibility of roles.
- Designed traveling backdrops and frames for DisneyTech and the Professional Internship Program.
- Developed the 2018 winter hiring campaign, including billboard ads, web banners, flyers.

James Madison University - Office of Alumni – Harrisonburg, VA

Graphic Designer, September 2017 to May 2018

Designed graphics for print and digital materials to promote alumni events. Created touchpoints for social media platforms. Developed graphical elements for the college alumni newsletter.

*Additional experience includes, **Graphic Artist**, for Aerie by American Eagle, **Web Designer** for D. Meryl Salon, **Art Teacher** for Masterpiece Design Studios, **Graphic Design Intern** for Alterniq Events (UK), and **Framing Apprentice** for Raines Art Gallery.*

Education & Credentials

Bachelor of Fine Arts in Graphic Design / Bachelor of Science in Creative Advertising, 2018

James Madison University, Harrisonburg, VA

Graphic Design GPA: 3.811

Study Abroad in London, UK and France.

Professional & Community Involvement

Chief Creative Officer / Art Director, Madison American Advertising Federation

Kappa Pi International Art Honors Society

Kappa Alpha Theta

Awards

AIGA Flux 2017 Student Design Competition Winner

AP 2-D Art Top 30 Winner