

HAYLEY RUTLEDGE

WEB: HayleyRutledge.com

Password: Hayley2023

Email: Hayleyr2@me.com

Phone: 512.879.7289

REFERENCES

David Currie

Marketing Communications Manager at EcoSmart Solution
Phone: (832)217-4869

Matt Sirgo

Digital Marketing Manager at AFFCU
Phone: (432)553-0683

Kristen Cobern

Graphic Designer At Spurs Sports & Entertainment
Phone: (214)504-4610

EDUCATION

Sam Houston State University

BFA, Graphic Design, GPA: 3.60

Best Motion Graphic In Senior Design Show
Best Illustration category in Senior Design Show

AWARDS

2022

American Advertising Awards: Bronze: Self-Promotion
Ambient Media: One Giant Leap for Brandkind 10 Year!

2021

American Advertising Awards: Gold: Websites: Centro
San Antonio

2020

American Advertising Awards: Gold : Poster - Single
Unit: Trudy's Day Of The Dead Poster

American Advertising Awards: Gold : Logo Design:
Braided Gods Logo

American Advertising Awards: Gold : Logo Design:
Citizen Logo

American Advertising Awards: Silver : Mass Transit/
Airlines - Exterior Single: Braided Gods Truck Wrap

American Advertising Awards: Bronze : Websites -
Business to Business EcoSmart Solution Website

EXPERIENCE

Tribu Creative

Mild-Level Graphic Designer: Nov 2019 – Present

Created props, and interactive visual elements for Escape Room San Antonio for new and custom science fiction themes room.

Created Escape Room Lobby design and photo booth mural wall, that extended the brand in new and exciting ways for customers to interact with and post on social media.

Created motion graphics and videos for EcoSmart Solution and SkipCart to explain and illustrate complex concepts in a digestible manner.

Created halloween content for Chuckle Rum with the constraints of budgeting and timelines. Coordinating with models and locations & sourcing props for the photo/video shoot.

Brainstormed, conceptualized, and painted a customized backdrop for Chuckle Rum for future photography campaigns

Unique Roles Was file Dropbox manager and trainer for the entire creative team.

Children Story Time LLC

Design Team Manager & Graphic Designer: May 2019 – Oct 2019

Content creator for social media, advertising and branding design. Developed and collaborated on digital assets for an interactive children story time app.

Accomplishments

- Designed Brand Guide and logo family & brand voice
- Organized weekly meetings Collaborated with development teams to create an App to help children with reading.

Myind Business and Branding

Intern Graphic designer: Jan 2018 – May 2018

Internship required to help establish a small business with branding and identity as well as setting up website, social media, marketing strategies.

Accomplishments

- Won an award at the 2018 Opulence Awards, for work as best intern on the design team.

Tough Shirts and Eagle Graphics

Graphic Designer: Apr 2018 – Aug 2018

Designed shirts in single to four color prints. Also created flyers, signage and booklets for print collateral and layout design. Gaining experience in traditional print production

SKILLS

Adobe Creative Suite	Design	Photography
Adobe Illustrator	Creative Problem Solving	Packaging
Adobe Photoshop	Digital Illustration	Print
Adobe Premiere	Editing	Power Tools
Adobe After Effects	Layout Design	Typography
Advertising	Logo Design	Web Design
Blender (Basics)	Marketing	Videography
Branding Development	Painting	Video Production
Creative Campaign		