

# HAYLEY RUTLEDGE

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## 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

### Make True Design

Interior Graphic Designer: Aug 2024 - Present

### Tribu Creative

Mild-Level Graphic Designer: Nov 2019 - Aug 2024

### 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

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Adobe After Effects

Advertising

Blender (Basics)

Branding Development

Creative Campaign

#### Design

Creative Problem  
Solving

Digital Illustration

Editing

Layout Design

Logo Design

Marketing

Painting

#### Photography

Packaging

Print

Power Tools

Typography

Web Design

Videography

Video Production