

HAILEY PATRICK

ILLUSTRATOR & DESIGNER

CONTACT

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EDUCATION

BACHELOR OF FINE ARTS
University of New Mexico
2013 - 2017

SKILLS

PROGRAMS

- Adobe Creative Suite
- Procreate
- Aesprite
- Blender
- Microsoft Office Suite

PROFESSIONAL

- Sketching/Illustration
- Color Theory
- Typography
- Brand Identity
- Layout Design
- Animation/Motion Graphics
- Print Production
- Detail-Oriented
- Organization
- Collaboration
- Creative Problem Solving
- Self-Motivated Work Ethic

PROFILE

Creative and versatile digital artist with 5+ years of experience designing high-quality marketing assets, promotional branding projects, technical drawings and vibrant illustrations for local and national brands. Highly skilled in Adobe Creative Suite, visual storytelling, graphic design, animation and print production. Ability to utilize various design principles to effectively convey brand visions and identity.

EXPERIENCE

FREELANCE TOY DESIGNER
Spin Master Inc. | 2024 - 2025

- Create full turnarounds for characters, accessories, bases and soft goods to be used for 3D CAD model creation
- Sketch and render concept illustrations for figurines with varying poses, accessories and expressions
- Use play patterns and study current toy trends to design play sets and interactive figures for target audiences

GRAPHIC DESIGNER
Deluxe Design | 2022 - 2024

- Conceptualize, layout and prepare production-ready files for custom signage, awards and vinyl installation utilizing flatbed and wide format printing techniques
- Design templates and large scale installations for music festivals and other entertainment venues using strict brand guidelines and digital assets
- Create high-quality informational graphics, decor, logos and other promotional material for customer and in-house events
- Produce signage using ADA-compliant guidelines

FREELANCE ILLUSTRATOR & 2D ANIMATOR
Various Clients | 2020 - 2022

- Create eye-catching icons, logos, website banners and custom illustrations for streamers and apparel brands
- Use current design and apparel trends to create relevant merchandise and branding for clients
- Create fluid, captivating 2D animations and loops for in-game Unity implementation using the 12 principles of animation
- Keep files organized and accessible for seamless workflow in the game production pipeline