

Hailey Meyer

Graphic / UX Designer

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(201)-546-6856

haileymeyer.com

Education

Ramapo College of New Jersey

BA, Visual Communication Design

September 2017 - May 2020

- 3.9 GPA
- Lambda Pi Eta Communications Honor Society Member
- Finalist in European Pro Carton Young Designer's Award 2019

Google UX Design Certificate, Coursera, 2021

Skills

Software

- Photoshop
- Illustrator
- InDesign
- Bridge
- Dreamweaver
- Google G Suite
- After Effects
- XD
- AutoCad Fusion 360
- Cinema 4D
- HTML / CSS
- Figma

Leadership Experience

VP of Membership, Alpha Phi Omega

January 2018 - December 2018

VP, Internal Affairs, Professional Fraternity Council

January 2018 - December 2018

Experience

The Vitamin Shoppe, Secaucus, NJ

Jr. Graphic Designer

Nov 2021 - Present

- Design digital and print products for The Vitamin Shoppe website, app, Amazon storefront, magazine ads, etc
- Manipulate/edit product photography
- Create branded illustrations and vector graphics using the fundamental design principles
- Collaborate with copywriters, other designers, and the marketing team on large scale projects such as landing pages, giveaways, etc.
- Independently manage design projects to ensure due dates and production timelines are met

Jr. Editorial Graphic Designer - Temp

June 2021 - Nov 2021

- Create infographics, GIFs, and other shareable images to present to a variety of audiences
- Work with editors to ideate and shape concepts into stories through compelling visual components

Jumprope, NYC

Marketing & Community Management Intern

September 2020 - March 2021

- Mentored a community and communicated daily with influencers
- Worked directly with clients to create an app experience that is mutually beneficial to their brands and users
- Created content for & managed social media accounts
- Analyzed data to maximize post performance

Finlandia Cheese Inc., Parsippany, NJ

Social Media Marketing & Design Intern

June 2019 - August 2019

- Developed strategies and created assets for paid social media promotions across platforms
- Designed print advertisements and e-newsletters

Frontline Medical Communications, Parsippany, NJ

Social Media / Digital Marketing Intern

May 2018 - August 2018

- Collaborated with managers, editors and content producers to connect audiences & experiment with new types of social interactions
- Helped develop, expand, and maintain marketing channels