

HALEY LONGBOTTOM

VISUAL DESIGNER | HALEYLONGBOTTOM.COM



EDUCATION

Elon University
BA IN COMMUNICATION DESIGN, 2017
Digital Art Minor
Magna Cum Laude
Outstanding Senior in Comm. Design

General Assembly
USER EXPERIENCE DESIGN, 2019
Researched, prototyped, and tested iOS app for individuals with allergies.
Utilized Adobe XD, Sketch, and Invision to design and develop an interactive prototype to conduct user tests.

SKILLS

Software
Adobe Creative Suite
Illustrator
InDesign
Photoshop
XD
Lightroom
Sketch, Figma, Invision

Technical + Creative
Typography and Branding
UX/UI Design
Graphic Design
Illustration

Interpersonal + Marketing
Brand + Content Marketing
Team Culture Champion
In-House + Agency Experience

CONTACT

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EXPERIENCE

Visual Designer

TOAST
2019-2020

- ✓ As an in-house creative on the marketing team, I utilized my design thinking practices and UX design background to develop unique, engaging web experiences to set Toast's product apart from SAAS and POS competitors.
- ✓ Executed asks from all divisions of marketing, including in-experience event booth designs, targeted paid campaign ads, A/B tests to improve CTR of our site, and product marketing assets for Toast's content, capital and payment products.
- ✓ Worked closely with the content team to design e-books and webinar assets, and with the development and product teams to design dynamic web pages.
- ✓ Co-lead internal marketing culture team to engage and celebrate all employees.

Graphic Designer

LOOK AGENCY
2017-2019

- ✓ As an agency-based designer, I developed logos, front-end visuals, and marketing collateral for clients with a wide range of needs.
- ✓ Spearheaded projects and collaborated with creative directors and clients to incorporate the desires of all stakeholders.
- ✓ Visualized and aggregated data for detailed infographics and UX design.
- ✓ Created Visa co-branded presentations for companies such as PayPal, BMW, and AAA.
- ✓ Operated the agency's social accounts and produced original content. Wrote regular blog posts about the many ways design impacts every area of society.

Freelance Designer

SELF-EMPLOYED
2013-PRESENT

- ✓ Redesigned private school admissions brochures and viewbooks, social content, and alumni and development donor pieces.
- ✓ Outperformed 15 designers to create a new logo for a non-profit organization to improve recognition within the community.
- ✓ Rebranded a university's all-female cappella group to expand reach on campus, and illustrated the group's album cover and concert materials to promote album release.
- ✓ Ideated with Nashville music production studio owner to rebrand music studio.