

# HALEY LONGBOTTOM



VISUAL DESIGNER | [HALEYLONGBOTTOM.COM](https://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  
Visual Design  
Illustration

### Interpersonal + Marketing

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

## CONTACT

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[haleylongbottom.com](https://haleylongbottom.com)

## EXPERIENCE

### Lead Visual Designer

BBOT | 2020-PRESENT

- ✓ First full-time designer hired to create a vision and presence for the company.
- ✓ Overhauling the Bbot brand, including two website UI redesigns, revamping the logo, auditing the product UX, developing new guidelines, and launching a resource center to drive more traffic and increase lead generation.
- ✓ Working cross-functionally with the product and engineering teams to create a terminal component library and refine the product as well as the marketing, sales, and customer success teams for content development.
- ✓ Designing dynamic and interactive ebooks, emails, and resources, while overseeing the schedule of posts via social channels.
- ✓ Managing weekly design meetings and communication with the leadership team.

### Visual Designer

TOAST | 2019-2020

- ✓ In-house creative who utilized design thinking and UX background to develop engaging web experiences to set Toast's product apart from SAAS competitors.
- ✓ Executed asks from the marketing department, ranging from in-experience, event booth designs to targeted paid campaign ads, A/B tests to improve the CTR of our site, and product marketing assets for capital and payments.
- ✓ Worked closely with the content, dev, and product teams to design e-books, webinar assets, and dynamic resource web pages.
- ✓ Co-lead internal marketing culture team to engage and celebrate employees.

### Freelance Designer

SELF-EMPLOYED | 2013-PRESENT

- ✓ Redesigned private school admissions viewbooks as well as alumni and development donor pieces and social content.
- ✓ Outperformed 15 designers to revamp a non-profit logo to improve recognition within the community.
- ✓ Rebranded university's all-female a cappella group to increase campus-wide reach — illustrated music group's album cover and concert materials to promote album release.

### Graphic Designer

LOOK AGENCY | 2017-2019

- ✓ Agency-based designer who developed logos, front-end visuals, and collateral, while visualizing and aggregating data for detailed infographics and UX design.
- ✓ Spearheaded projects and collaborated with creative directors and clients.
- ✓ Compiled Visa co-branded presentations for companies such as PayPal, BMW, and AAA.