

CONTACT

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haleynriley.com

EDUCATION

Portland State University
B.A. Graphic Design, 2020

CERTIFICATIONS

Coursera

UI Design Specialization, 2021

Ben Marriott

Master Animation Course, 2022

Google

Fundamentals of Digital Marketing, 2022

TECHNICAL SKILLS

Illustrator

InDesign

Photoshop

After Effects

Figma

Procreate

CSS, HTML

Spark AR

SOFT SKILLS

Efficiency

Design thinking

Time management

Project management

Leadership

Communication

Organization

Sustainability Initiatives

Haley Riley

Creative and skilled designer with a strong background in growth marketing, testing and optimizing ad performance, and translating marketing strategies into visually engaging campaigns.

EXPERIENCE

Ancient Nutrition

Social Media Designer June 2023 - Present

- Work with social media manager to develop content strategy and brand storytelling
- Develop and execute channel specific content creative, including static and video assets
- Develop and produce short video content, such as graphic and recipe reels
- Use analytic tools to understand and improve creative performance and grow channels

Freelance

Graphic & Web Designer August 2018 - September 2023

- Conceptualize and execute creative direction for brands
- Develop paid media assets for growth marketing campaigns
- Concept and design cross-platform static and motion-based assets primarily for LinkedIn, Instagram, and other social media channels
- Design and maintain responsive websites for a variety of clients

Rumpl

Digital Designer September 2021 - January 2023

- Led growth marketing campaigns by developing paid media assets across social channels
- Translated marketing strategies into campaign landing pages, web product pages, and email campaigns
- Increased ad performance across all channels by testing and optimizing assets based on performance data
- Led internal Green Team and created initiatives and events focused on inward-facing sustainability

AIGA Portland

Membership Director (Volunteer) July 2021 - May 2022

- Developed and planned community programming to facilitate program value and connection
- Worked with the chapter board to develop annual membership recruitment strategies and goals
- Ensured proper member presence was maintained in chapter's programming and overall communications strategy
- Worked directly with community members to build strong relationships

GTMA Digital Marketing Agency

Graphic Designer (Part-Time) April 2021 - September 2021

- Designed and produced branded digital collateral for various clients
- Created paid media assets for growth marketing campaigns across social channels
- Built web design prototypes in Adobe XD to present to clients
- Created After Effects animations for various web applications

Warner Music Group

Creative Intern February 2021 - April 2021

- Prepared packaging for multiple global album releases
- Helped launch multiple marketing assets across print & web
- Collaborated cross-platform on various creative assets
- Performed photo retouching and file reformatting for album reissues