HAILEY E. MOORE
PRODUCT DESIGNER

gustov9885@gmail.com

https://designbyhem.framer.website/

PROFESSIONAL EXPERIENCE

Graphic Design Co-Op
May 2024 - Current

Student Life Team
Rochester, NY

- Developed visuals for both print and digital mediums
- Worked within the RIT's brand guidelines
- Closely collaborated with other teams and clients to create campaigns
- Designed installations for common areas across campus
- Worked with other team members to problem solve and create solutions to marketing issues with clients
- Create promotional materials like flyers, mailers, social media posts etc.

PROJECTS

Beyond Fashion
Nov 2024 - Dec 2024

Student-run Fasion Show
Rochester, NY

- Lead a team in creating graphics for a group of designers to be displayed during the show

NMD Creative Collision
Oct 2024 - Oct 2024

3-day Design Sprint
Rochester, NY

- Worked with students to create an motion graphics peice installation

EDUCATION

New Media Design, BFA
Aug 2022 - May 2026

Rochester Institute of Technology
Rochester, NY

SOFTWARE

Adobe Creative Suite

Cinema 4D

Figma

Spline

CODING

HTML

CSS

P5.JS

LANGUAGES

French
Level: Basic

AWARDS

Imagine RIT Poster Contest
3rd Place

Dean's List
(2023 - 2024)