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About Me

Hi, I'm Hailey, a graphic design major at Utah Valley University with a soft spot for branding, thrift finds, and any excuse to get chalk on my hands.

I find creative inspiration everywhere: in photography, crafting, and the thrill of discovering something perfect at a thrift store. That curiosity carries into my work. Every project has its own visual story to tell, and I love helping people figure out how they want to be seen and building a system that holds up. Design is strategic thinking, not just aesthetics, and I'm learning something new about that every day.



Branding



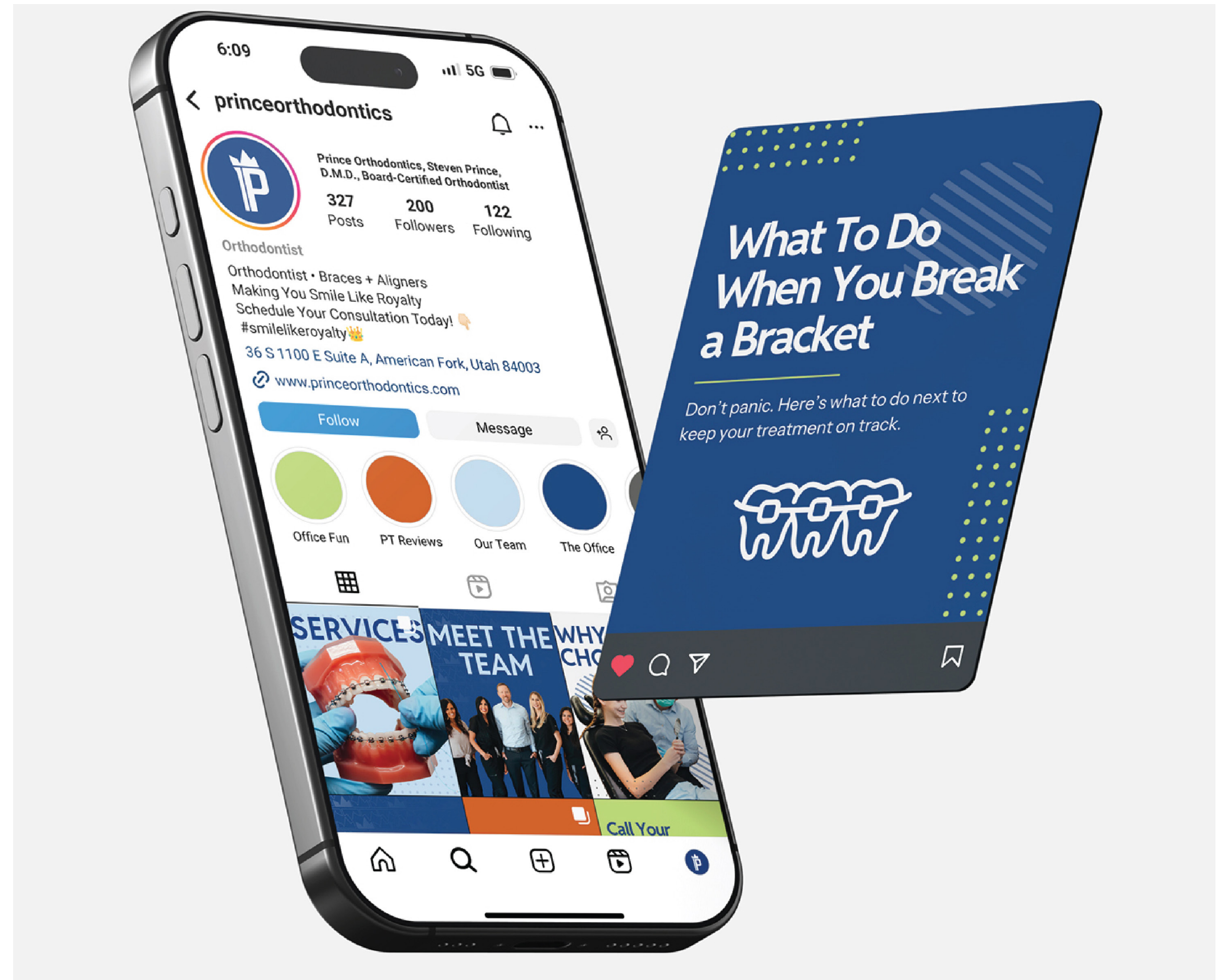
PRINCE
ORTHODONTICS



Prince Orthodontics

This rebrand for Prince Orthodontics captures everything that makes the practice special: family-oriented values, a genuine and welcoming atmosphere, and a refined, professional tone.

The project began with defining Dr. Steven Prince's core values and vision for how he wanted the practice to be perceived. Working with my team, we developed a complete brand identity system including the color palette, typography, and brand guidelines.







märz
MERCH



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März
MERCH

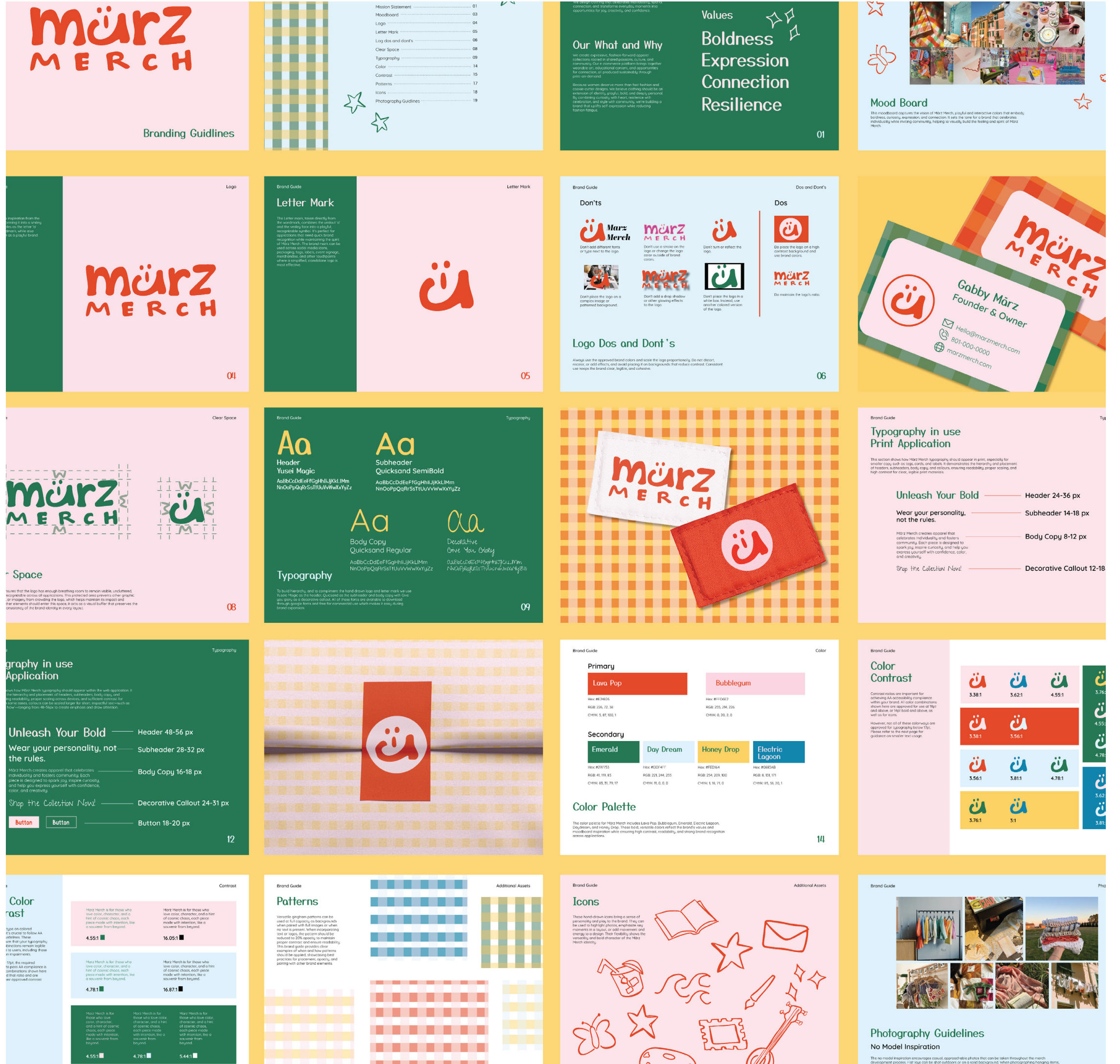
März Merch

A complete brand identity developed in collaboration with Gabby März, translating her vision into a logo, custom iconography, and a cohesive visual system.

Every element was crafted to reflect März Merch's core values: boldness, expression, connection, and resilience.



Branding





The PATRON'S PARCEL



The Patron's Parcel

Patron's Parcel is a monthly art subscription box that connects everyday people with real, working artists. Each month, subscribers receive limited-edition prints and the story of the featured artist.

I worked directly with the client to develop the complete brand identity and guidelines, including the visual direction, logo system, color palette, and typography, along with supporting collateral such as one-sheets, web mockups, and business cards.





Print

The Unknown

A 38-page publication created for Typography II that explores the idea of uncertainty and discovery.

Through expressive typography, visual rhythm, and experimental layouts, the design reflects the tension between structure and ambiguity, inviting readers to question what lies beyond what is seen and understood.

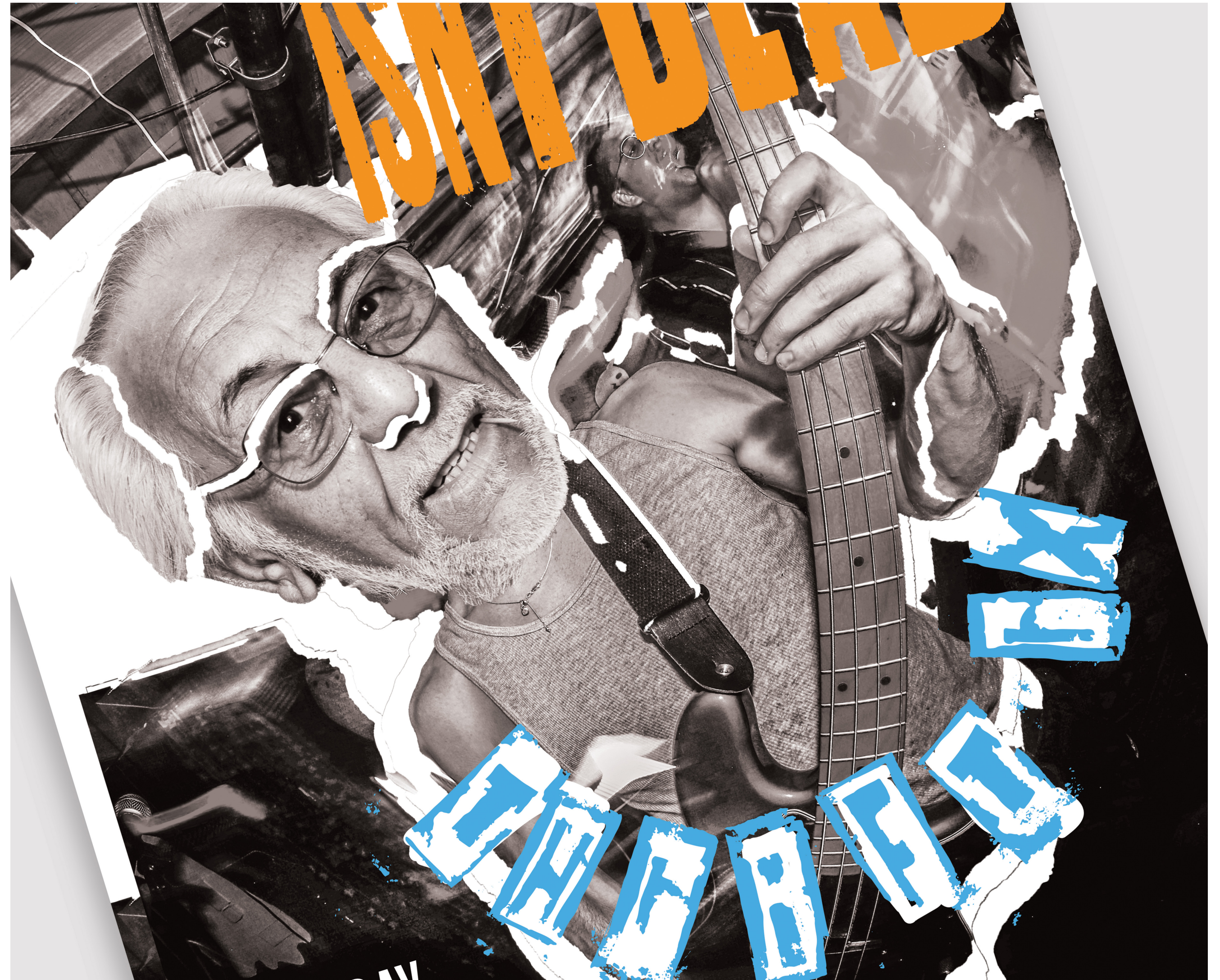


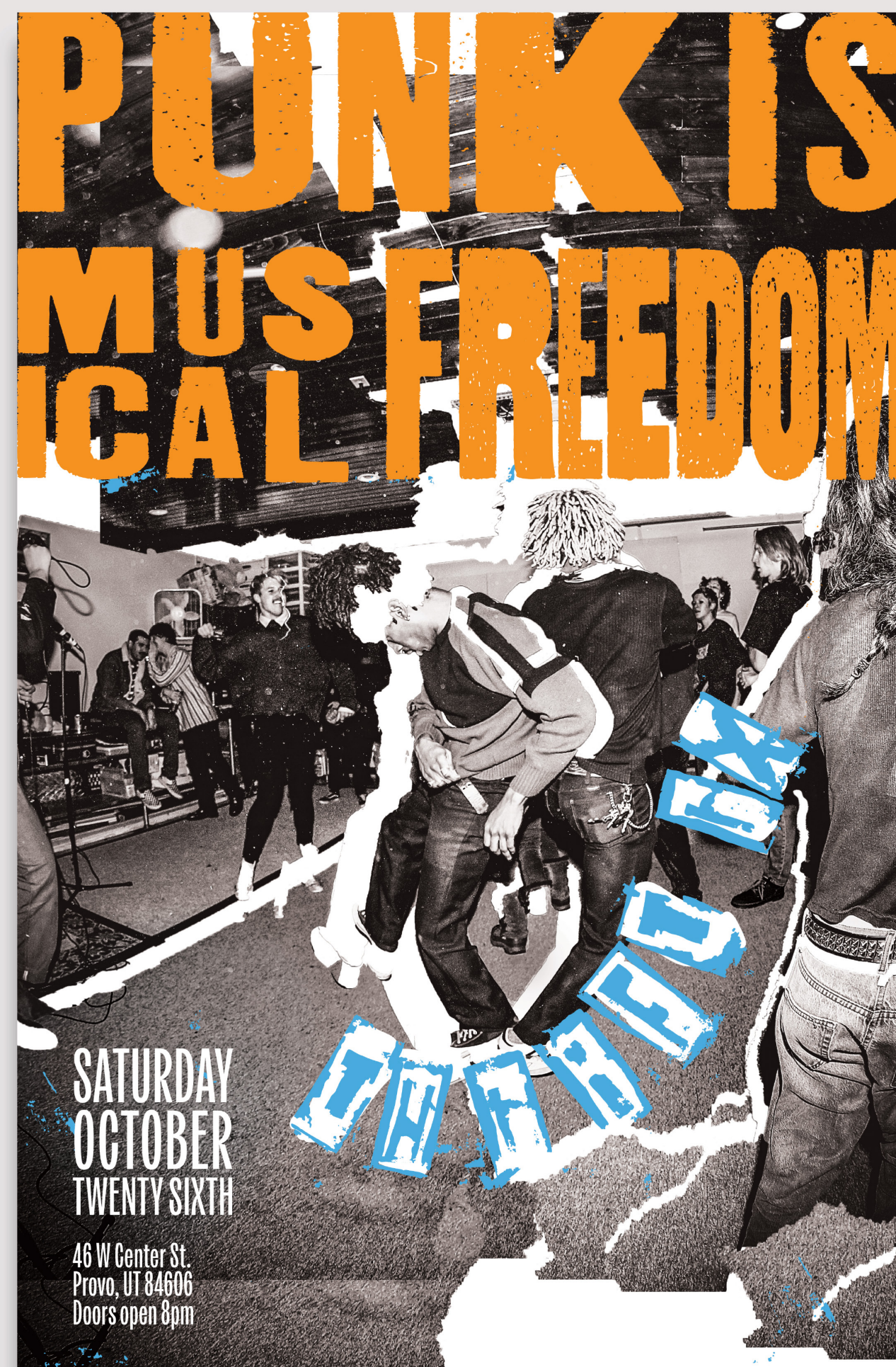
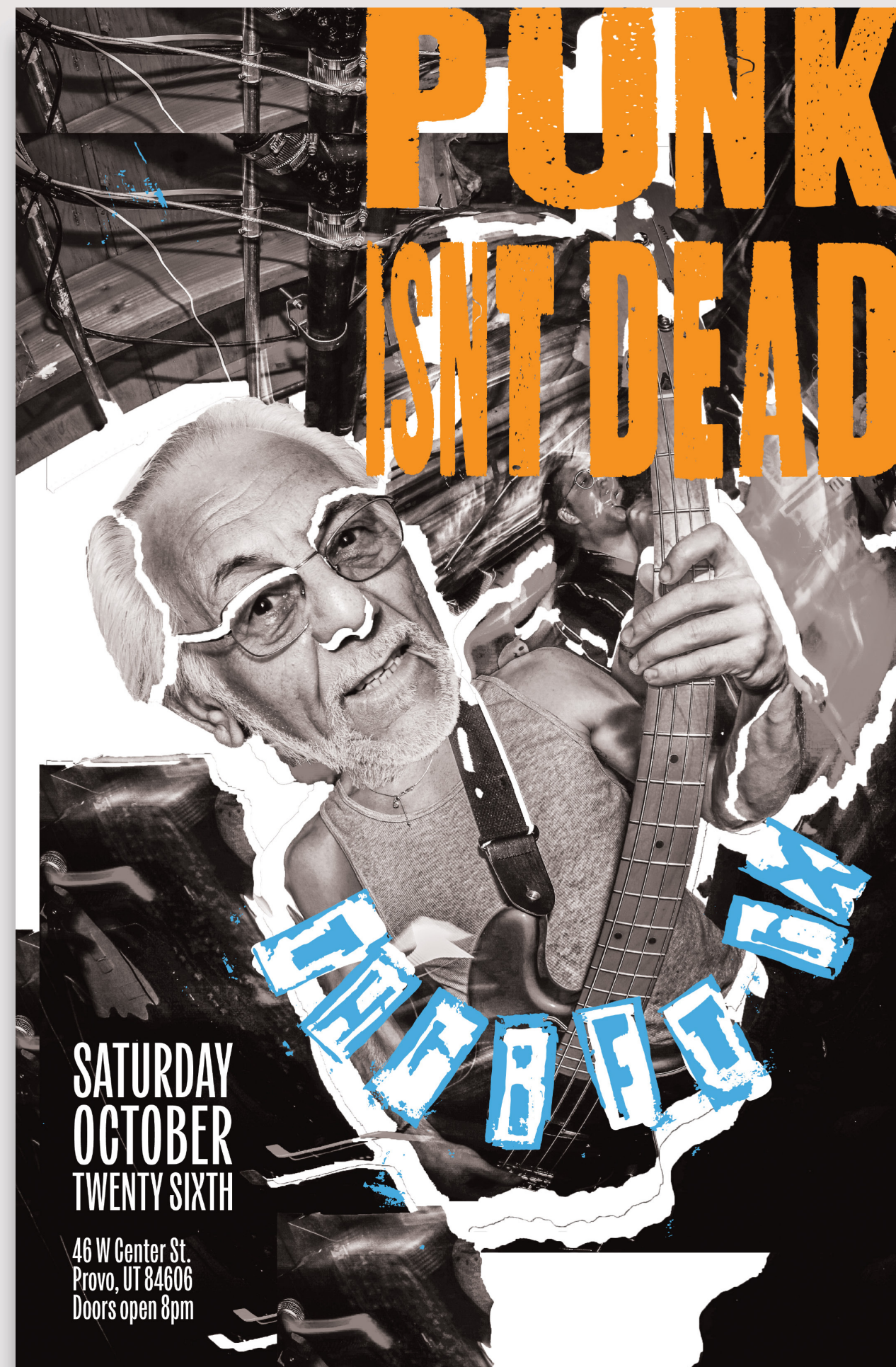




Poster Series

Poster series created for a hypothetical future event at Thrift Rx, in Provo, protesting the ban of punk shows. Currently, this thrift shop is no longer allowed to host punk shows, while the businesses around them (under the same owner) are allowed to hold a variety of musical events. These posters showcase that "Punk music is for everyone." Through working with Thrift RX I was able to become closer with the business and since this project have now helped in developing further collateral for the business.



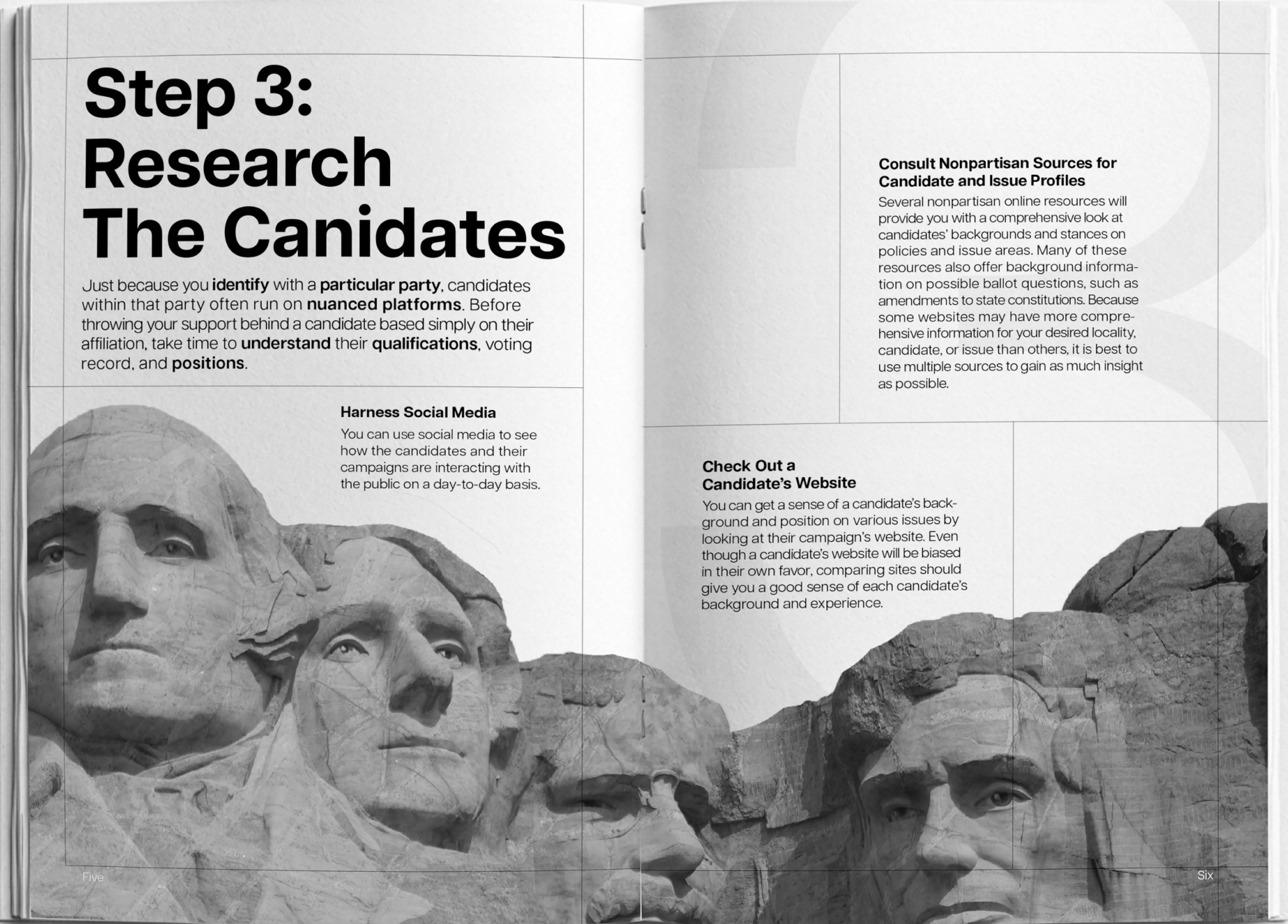


Voter's Guide

An informational publication adapted from "Student Voting Guide" by Public Service Degrees, focused on making civic engagement feel clear and accessible.

Through thoughtful typography, hierarchy, and layout, the design simplifies the voting process into a visual guide that encourages readers to make informed decisions and choose what aligns best with their values.



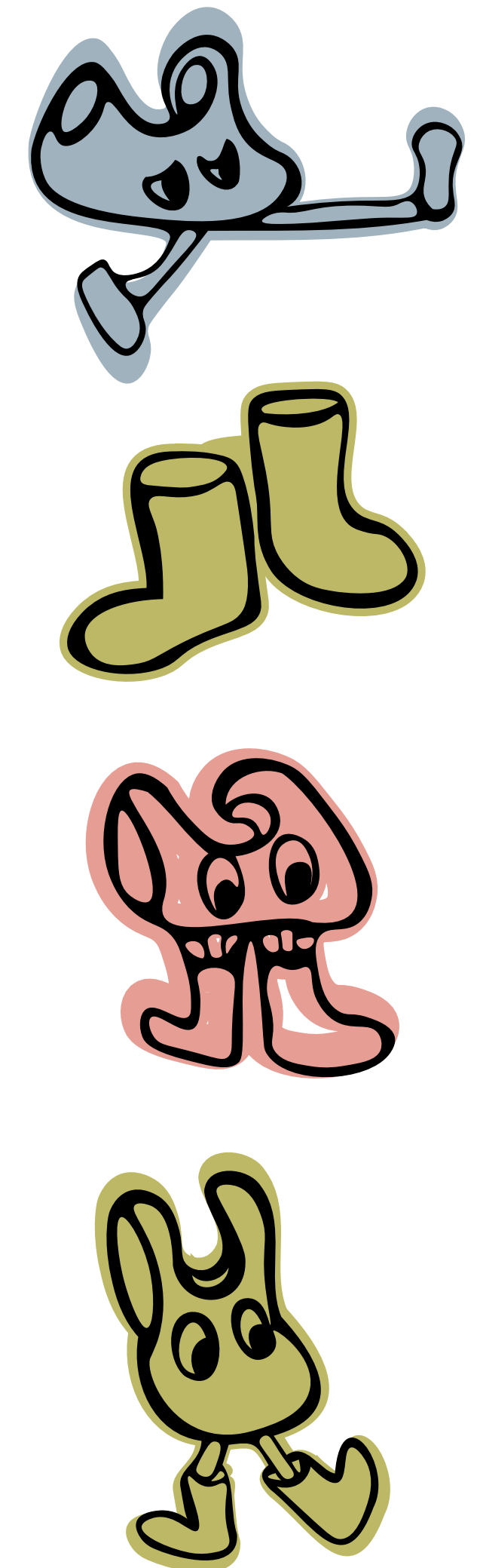
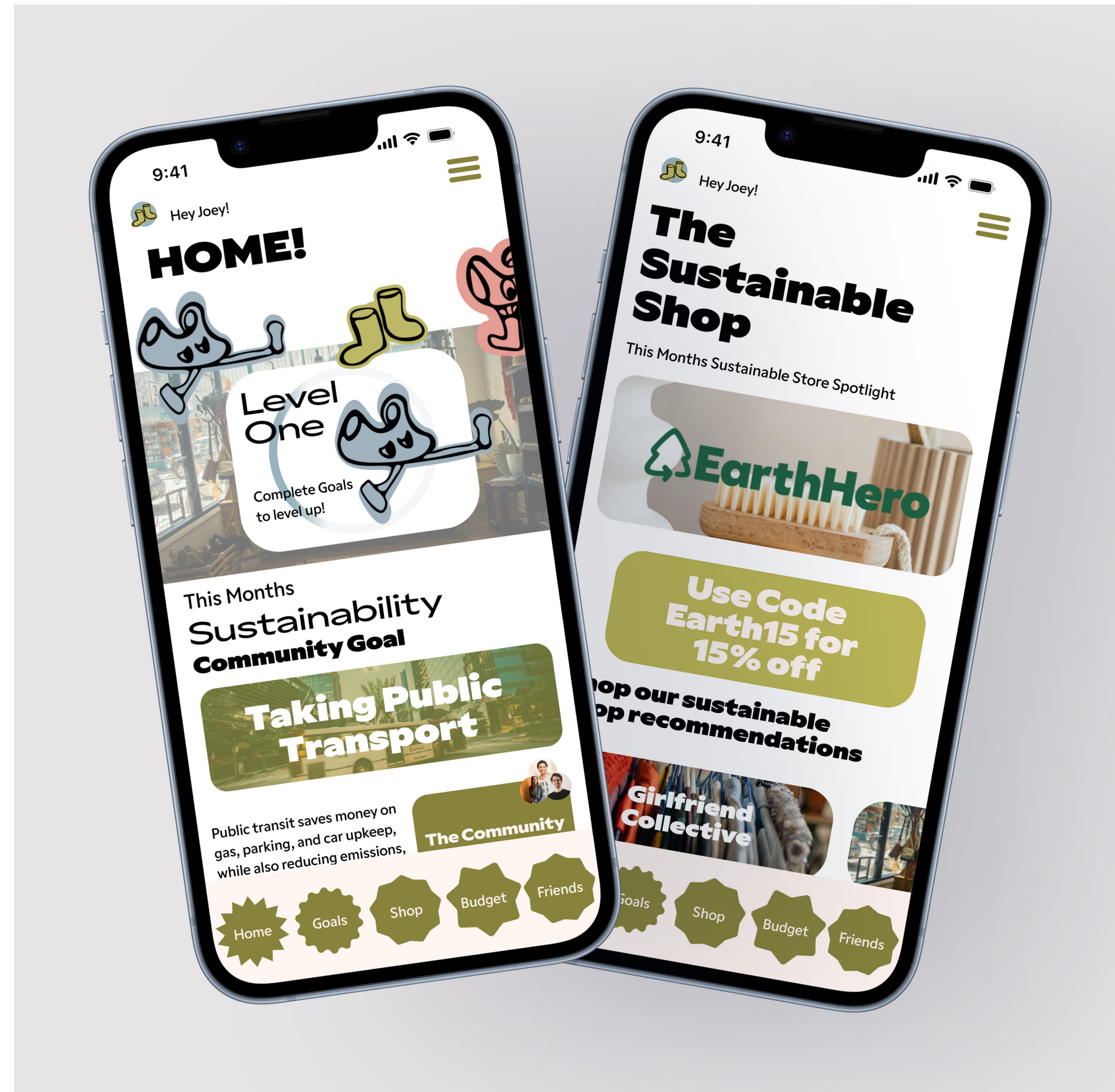




unix

Anywhen

Meet Anywhen! Sustainability can feel overwhelming, with countless voices telling you what to do. AnyWhen is here to simplify the journey, helping more people make sustainable choices part of their everyday lives easily and confidently.





Thank You

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