

GRAPHIC DESIGNER

HALEY SPRINGMAN

EDUCATION

Iowa State University, 2017-2021
BFA in Graphic Design, Psychology minor

WORK EXPERIENCE

CONTENT MARKETING SPECIALIST

BIGOS MANAGEMENT | NOVEMBER 2021-PRESENT

- Designs and refreshes all printed collateral for property teams, including brochures, business cards, letterheads, etc.
- Manages, creates, and posts all social media content; proficient in Sprout Social and Asana
- Branding special events such as the annual Leadership Conference and summer Bus Tours
- Branding of new properties + all related collateral
- Works with print and photography vendors independently while working with property teams' budgets

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MORRIE'S AUTO GROUP | AUGUST 2021-NOVEMBER 2021

- Branded community event collateral and outreach for various philanthropic campaigns such as Black Film Festival and the Basilica Block Party

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IOWA STATE UNIVERSITY, CAMPUS LIFE | OCTOBER 2020-MAY 2021

- Created complete brand guide for ISU Campus Life
- Branded campaigns to encourage students to live in campus dorms after their freshman year
- Created fresh signage, TV screen designs, and table stickers for campus dining halls and Memorial Union

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IOWA STATE UNIVERSITY, DIVISION OF STUDENT AFFAIRS | SEPTEMBER 2019-OCTOBER 2020

- Designed documents such as Annual Reports and Diversity & Inclusion reports to be visually appealing
- Branded the 20th and 21st annual ISCORE (Iowa State Conference On Race and Ethnicity), an Iowa State-unique conference which discusses difficult topics on the nuances of race and ethnicity in our society

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IOWA STATE UNIVERSITY, RECREATION SERVICES | FEBRUARY 2018-SEPTEMBER 2019

- Updated facility posters, flyers, and TV screens; created promotional content on social media
- Communications liaison between the Marketing Department and other departments within Recreation Services.
- Worked with ISU Printing and learned important printing processes

OTHER EXPERIENCE

PRESIDENT, VICE PRESIDENT, MEMBER

GRAPHIC DESIGN STUDENT ASSOCIATION | 2018-2021

GRAPHIC DESIGN DIRECTOR, CAPTAIN

ST. JUDE UP 'TIL DAWN | 2019-2021

CONTRACT GRAPHIC DESIGNER

THE ZONES OF REGULATION | AUGUST 2021-PRESENT

SKILLS

- Adobe Creative Cloud
- WordPress & WIX Web Design
- Microsoft Office
- Asana & Air Table
- Sprout Social
- Photography