

# HAILEY HOLDEN

UI/UX DESIGNER

haileyholden.design

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(203) 917-8773

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## EXPERIENCE

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### AXIA TECHNOLOGY PARTNERS | CHICAGO, IL

UI/UX Designer *Jun 2021 - Present*

Leading UI/UX design on six plus projects at a time. Design and convey intermittent client presentations to help understand UI/UX needs. Regularly creating interactive, high-fidelity mockups to present to clientel. Attending and contributing to company leadership meetings. Worked through the Agile & Waterfalls systems for full collaboration with team members of various disciplines and strata, including: marketing, programming, business (systems) analysts and project management.

### CIVIC STUDIOS | CHICAGO, IL

Design Instructor *Sept 2022 - Current*

Researched, Developed, & Taught A Concise Curriculum On Design. Mentored & Inspired Various Teams To Co-Author Cross-Media Projects. Defined Expectations While Remaining Flexible To Unforeseen Challenges Brought On By Multi-Media Collaboration.

### GALLAGHER BASSETT | CHICAGO, IL

Graphic Designer *Feb 2019 - May 2021*

Lead and collaborated with Marketing & Insurance Experts from Fortune 500 Companies to develop custom collateral designed to increase perceived value related to benefits and compensation. Projects ranged from printed collateral to web and mobile applications.

### FREELANCE | CHICAGO, IL

Project Work *Jan 2019 - May 2021*

Brand design and UI/UX specialist. Projects included simple logo creation to brand definition and architecture, with emphasis on experience design, user interface & user experience to harmonize and integrate cross-platform models.

### BRIGHAM YOUNG UNIVERSITY | REXBURG, ID

User Experience Designer *Nov 2016 - Dec 2018*

Lead stakeholders and user researchers within the academic industry. Responsibilities included: ADA Compliance; Cross-platform Web Page Building; Market Research; SEO; User Research; Wireframing; and Writing HTML and CSS.

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## SKILLS

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A/B Testing  
ADA Compliance  
Basic HTML & CSS  
Design Research  
Design Strategy  
Developing SEO  
Digital & Film Photography  
Information Architecture  
Prototyping  
Site Mapping  
Storyboarding  
System Design  
User Research  
User Testing  
Visual Design  
Wireframing  
Writing Personas

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## SOFTWARE

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Adobe Creative Suite  
Axure  
Balsamiq  
Figma  
Invision Studio  
Keynote  
Procreate  
Sketch

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## EDUCATION

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### GOOGLE ANALYTICS

*Issued Sept. 2021*

Advanced Google Analytics  
Certification

### BRIGHAM YOUNG UNIVERSITY | REXBURG, ID

*2015 - 2018*

Bachelors of Fine Arts with emphasis  
in Graphic Design