



TAYLOR JUNE HANEY

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EDUCATION

COLUMBIA COLLEGE CHICAGO

CHICAGO, ILLINOIS
BACHELOR OF FINE ARTS DEGREE IN GRAPHIC DESIGN
MINOR: WEB DEVELOPMENT
DECEMBER 2015

EXPERIENCE

SENIOR GRAPHIC DESIGNER / BRAND MANAGER

SUPPLEMENT GROUP USA - AMERICAN METABOLIX, SINFIT, STORM LIFESTYLES, FIZZIQU, NATURE SOOTHIE
WHEAT RIDGE, COLORADO
AUGUST 2021 - PRESENT

- LED MARKETING DESIGN PROJECTS FROM CONCEPT TO COMPLETION, INCLUDING PRINT COLLATERAL, DIGITAL MEDIA, BRANDING, PACKAGING, AND WEB DESIGN, ENSURING VISUAL CONSISTENCY AND ADHERENCE TO BRAND GUIDELINES.
- LED MARKETING AND SALES TEAMS TO DEVELOP CREATIVE STRATEGIES AND DESIGN SOLUTIONS THAT ALIGN WITH BUSINESS GOALS AND EFFECTIVELY COMMUNICATE THE BRAND'S MESSAGE.
- MENTORED AND MANAGED JUNIOR DESIGNERS, PROVIDING CONSTRUCTIVE FEEDBACK AND FOSTERING THEIR PERSONAL GROWTH.
- MANAGED MULTIPLE MARKETING DESIGN PROJECTS SIMULTANEOUSLY, ENSURING TIMELY AND HIGH-QUALITY DELIVERY OF ALL ASSETS.
- CONDUCTED MARKET RESEARCH AND STAY UP-TO-DATE WITH DESIGN TRENDS TO INFORM AND INSPIRE INNOVATIVE DESIGNS CONCEPTS.
- UTILIZED ADOBE CREATIVE SUITE (PHOTOSHOP, ILLUSTRATOR, INDESIGN) AND OTHER DESIGN TOOLS TO CREATE VISUALLY COMPELLING AND ENGAGING DESIGNS.
- LED IN CLIENT MEETINGS, PRESENTING DESIGN CONCEPTS AND GATHERING FEEDBACK TO REFINE DESIGNS AND ENSURE OVERALL SATISFACTION.
- SUCCESSFULLY MAINTAINED CONSISTENT BRAND IDENTITY ACROSS VARIOUS BRANDS, RESULTING IN A 20% INCREASE IN BRAND RECOGNITION AND A POSITIVE IMPACT ON CUSTOMER PERCEPTION.
- SUCCESSFULLY LED WEBSITE REDESIGN PROJECTS, MEETING ALL KPI GOALS, WITHIN BUDGET, AND RESULTING IN A 1200% INCREASE IN WEB TRAFFIC.
- CREATED, TESTED AND IMPLEMENTED A STREAMLINED MARKETING DESIGN PROCESS THAT IMPROVED PROJECT EFFICIENCY BY 30% AND REDUCED TURNAROUND TIME ON DELIVERABLES.

FREELANCE GRAPHIC DESIGNER

JULY 2015 - PRESENT

- WORKED WITH VARIOUS CLIENTS ACROSS INDUSTRIES, DEVELOPING UNIQUE DESIGN SOLUTIONS FOR THEIR SPECIFIC NEEDS.
- MANAGED CLIENT RELATIONSHIPS, ENSURING CLEAR COMMUNICATION AND DELIVERING DESIGNS THAT MET OR EXCEEDED EXPECTATIONS.
- CREATED LOGOS, BUSINESS CARDS, BROCHURES, AND OTHER MARKETING MATERIALS FOR SMALL BUSINESSES AND STARTUPS.
- UTILIZED DESIGN PRINCIPLES AND MARKET RESEARCH TO CRAFT COMPELLING VISUAL IDENTITIES THAT RESONATED WITH TARGET AUDIENCES.

LEAD GRAPHIC DESIGNER / MARKETING ASSOCIATE / SOCIAL MEDIA MANAGER

PROGRESSIVE TREATMENT SOLUTIONS

PALATINE, ILLINOIS

SEPTEMBER 2018 - NOVEMBER 2020

- DEVELOPED AND EXECUTED CREATIVE DESIGNS FOR VARIOUS MARKETING MATERIALS, PACKAGING, WEB DESIGN, AND PROMOTIONAL ITEMS, ENSURING COMPLIANCE WITH REGULATIONS AND INDUSTRY STANDARDS.
- COLLABORATED WITH SMALL MARKETING TEAMS TO FURTHER DEVELOP MARKETING STRATEGY USING KPI DATE TO SUPPORT ROAD MAP CREATION.
- DESIGNED AND IMPLEMENTED WEBSITE BANNERS, GRAPHICS, AND VISUALS TO SUPPORT MARKETING INITIATIVES.
- IMPLEMENTED A MODERN AND VISUALLY APPEALING DESIGN THAT ALIGNED WITH THE BRAND IDENTITY, IMPROVING BRAND PERCEPTION AND RECOGNITION.
- SPEARHEADED THE REDESIGN AND ENHANCEMENT OF THE COMPANY WEBSITE, FOCUSING ON USER EDUCATION, IMPROVING USER INTERFACE AND OVERALL USER EXPERIENCE.
- OPTIMIZED WEBSITE LOADING SPEED AND PERFORMANCE ENHANCING OVERALL SEO RANKINGS AND USER RETENTION.

PROFICIENCIES

TRAINED IN CROSS FUNCTIONAL COMMUNICATION, ORGANIZING, DIRECT MANAGEMENT AND SETTING AND EXCEEDING KPI GOALS. LED IC EMPLOYEES AND IMPROVED THEIR QUALIFICATIONS. ADAPTED TO TIME CONSUMING WORK. DEPENDABLE, MALLEABLE, MOTIVATED.

GENERAL

MAC + PC PLATFORMS
MICROSOFT OFFICE

ADOBE CREATIVE CLOUD

INDESIGN, ILLUSTRATOR, PHOTOSHOP, LIGHTROOM

SOCIAL MEDIA

FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN, YOUTUBE, TIKTOK

PHOTOGRAPHY

CANON AND NIKON DSLR

DIGITAL MARKETING / WEB DEVELOPMENT + DESIGN

BIG COMMERCE, SQUARESPACE, WORD PRESS, SHOPIFY, AMAZON
MAIL CHIMP, ICONTACT, ICAPTURE, KLAYVIO, ASANA, MONDAY, TRELLO