



hailey noel williams

copywriting & art direction

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Design Experience

Layout Editor

Aug 2020-Spring 2022

JERK Magazine

Design editorial page layouts with provided imagery and copy. Select fonts and spread color palette. Image manipulation to enhance visual interest.

Layout Editor and Graphic Designer

Jan 2021-Spring 2022

Mixtape Magazine

Illustrate, art direct, and manipulate imagery based on provided copy. Design editorial page layouts with original visual content and provided copy. Select fonts and spread color palette.

Professional Experience

Ulta Beauty Consultant

July 25 - Present

Target

Engaging with guests and assisting them with beauty needs utilizing makeup and skincare knowledge. Communicating with team leads. Restocking products and taking product inventory. Organizing visual merchandise in aesthetically pleasing manner.

Art Specialist

Summer 2022 & Summer 2023

Landon Summer

Creating lesson plans for six visual art classes, instructing students via demonstration, and actively engaging with them in the classroom. Assessing the material inventory to inform administration of necessary materials.

Head of Beauty Committee

Feb 2021 - Spring 2023

Fashion & Design Society

Select and execute makeup and hair looks for runway shows and editorial photoshoots. Collaborate with designers, photographers, and set teams. Organize training sessions with committee members.

Design Peer Advisor

April 2021-May 2022

Syracuse University College of Visual and Performing Arts

Advise 10 first year students. Mentor, inform, and guide design students through their transition to college life including adjusting to academic demands and navigating campus.

VPA Ambassador

Sept. 2021-May 2024

Syracuse University VPA Recruitment Office

Student representative and work study for the College of Visual and Performing Arts Recruitment Office. Leading tours of VPA spaces across campus. Designing brochures and pamphlets for official office use. Promoting Syracuse University to prospective students and families at admissions events.

Resident Advisor

Mar 2022-May 2024

Syracuse University

Mentor to 30+ first year students in the residence hall. Organized programs for design students to enrich their academic and personal experience. Responsible for design living community operations and crisis management.

Skills

Creative

Creative Strategy
Art Direction
Design Thinking
Brand Development
Packaging Design
Copy Writing
Advertising
Publication Design
UI/UX
Graphic Design
Painting
Illustration
Photography

Technical

Illustrator
Photoshop
Indesign
XD
Figma
AfterFX
Blender
HTML
JavaScript

Education

Syracuse University

School of Visual and Performing Arts
BFA, Communications Design
May 2024

Holton-Arms School

High School Diploma
June 2020

Volunteer

Alpha Kappa Alpha Sorority Inc.

Spring 2023
Epistoleus and Awards Chairman

National Marrow Donor Program

February 2020 - Present