

Haley Boeschen

Brand Designer

experience

BRAND MANAGER

2019 - Present | [Neon One](#)

- Strategic design leader for the development and evolution of the Neon One brand
- Event production design
- Site UX and in-house creative

WEB DESIGN LEAD

2016 - 2019 | Neon CRM

- Managed Web Studio pipeline + team project load
- Designed + developed 5 -10 nonprofit client websites per month, from wireframe to launch
- Solved 100+ web support tickets

WEB & GRAPHICS DESIGNER

2014 - 2016 | [Lift Division](#)

- Designed and developed over 20 client websites, from wireframe to launch
- Worked while attending college

ART MENTOR VOLUNTEER

2021 - 2022 | [Ignite Promise](#)

- Led an art workshop to help homeless youth develop social skills, manage behavior, and work through trauma

BRAND DIRECTOR / FOUNDER

2022 - Present | [Art/Works](#)

- Co-founder and brand leader of Art/Works
- Key investor after developing website, marketing materials, and branding

education

Bachelor in Fine Arts

University of Missouri
Aug 2012 - May 2016

Emphasis in Graphic Design

AIGA and Environmental Leadership

Study Abroad School of Art Institute, Florence

A unique eye for design with a natural attention to detail.

I bring brands to life by using illustration, print design, color theory, and user experience to support a company's voice.

contact

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skills & awards

- [Indigo Award Winner for Brand Design 2023](#)
- Brand Identity and direction
- Software experience:
 - WordPress
 - Adobe XD
 - Adobe Illustrator
 - Adobe Photoshop
 - Adobe InDesign
 - Pardot / Hubspot
 - Google Analytics
 - Asana
 - CSS and HTML

references

Christin Nix

Assistant Director of Residential Programs, Ignite Promise
Cell: 423-314-8100

Erin Stender

Chief Marketing Officer, Campspot
Cell: 860-983-3222

Mary Novokhovsky

Digital Marketing Manager, Printavo
Cell: 847-922-4387