

# Haley Boeschen

Brand Designer

## experience

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### BRAND DESIGN MANAGER

2019 - Present | [Neon One](#)

- Strategic design leader for the development and evolution of the Neon One brand
- Event production and print 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
- Developed branding for nonprofit websites

### 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 - 2024 | [Art/Works](#)

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

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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## education

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### BACHELOR IN FINE ARTS

University of Missouri | 2012 - 2016

- AIGA
- Environmental Leadership
- Study Abroad School of Art Institute, Florence

## skills & awards

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- [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