

Colleen Haley

Graphic & Web Designer

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SKILLS

Creative : Organized : Reliable

Proficient in Adobe Photoshop, InDesign, Dreamweaver, Premier Elements, Illustrator, HTML, CSS, Wordpress, Drupal, Zoom, Constant Contact, MailChimp and Microsoft Office. Samples and referrals available.

EDUCATION

Temple University, Philadelphia, Certificate, June 2001

Web Site Design Certificate.

Moore College of Art, Philadelphia, October 2000

Attended accredited course in html code.

Art Institute of Philadelphia, Certificate, March 1992

Major in Layout and Production Art.

Temple University, Philadelphia, Bachelor of Arts, 1981

Major in Fine Arts; minor in Architecture and Art History. Attended Rome Program autumn semester 1980.

EMPLOYMENT

Self-Employed, Glenside, PA 2000 - present

I started freelancing as a graphic designer before I went full-time in 2000. As a graphic designer I presently work in InDesign and Photoshop. For various clients I've created logos, brochures, newsletter, letterhead, postcards, books, 40 page journals, signs etc... designing and preparing files for printing. I learned to create websites in HTML and CSS with Adobe Dreamweaver and then learned Contact Management Systems (CMS) like: Squarespace, Drupal and Wordpress. In Wordpress, I've used Divi, Elementor, and WooCommerce. Here are examples of three sites that I am the webmaster for: <https://brodheadwatershed.org>, <https://www.transferwarecollectorsclub.org>, and <https://www.lorettawitt.com>. More recently I have been facilitating one hour Zoom lectures for the Transferware Collectors Club, which includes recording and editing videos in Adobe Premier Elements. I also do monthly eNewsletters for different clients in both Constant Contact and MailChimp. Several of my clients have been with me since 2000 and others are project based.

Graphic Designer, Energize Inc., Philadelphia, PA 2014 - 2019 (part-time)

Designed a book cover, maintained updates to two websites, designed monthly eNewsletters in MailChimp, maintained online bookstore orders.

Graphic Designer, BIOSIS, Philadelphia, PA 1998 - 2000

Graphic layout and design, scanning, photo touch up and mechanical preparation for printers using graphic programs including; Quark, Photoshop, and Illustrator. Created pdf files for in house proofing and the web. Designed ads, newsletter, postcards, flyers, illustrations, brochures, workbook, PowerPoints, signs and a book cover.

Graphic Artist, Apple Vacations, Newtown Square, PA 1997 – 1998

Graphic designer, scanning, and mechanical preparation for printers using graphic programs including; Quark, Pagemaker, Photoshop, and Illustrator. Designed newspaper ads, newsletter, postcard, flyers, illustrations and brochure shells.

Graphic Artist, MSA Advertising, Philadelphia, PA 1996

Graphic designer, scanning, photo touch up and mechanical preparation for printers. Worked on brochures, ads, illustrations, photographs and catalogue. Also assisted in general office work. Interned September - December 1993 Assisted the art director with various projects.

Framing Manager, Artscape Inc., Philadelphia, PA 1989 – 1992

Responsible for general management and administration of all framing, material ordering, job scheduling and supervision of framing staff. Facilitated the expansion of the corporate business by 300% over three years.

Exhibitions Organizer, Architectural Association, London, England 1984 – 1989

Coordinated all facets of displaying architectural drawings, models, paintings, photographs and furniture, including: exhibition design and gallery layout, supervision of staff numbering to fifteen. I managed a yearly budget and wrote press releases and yearly pamphlets summarizing exhibitions.