

Colleen Haley

**GRAPHIC & WEB DESIGNER**

[www.chaley.com](http://www.chaley.com)

[colleen@chaley.com](mailto:colleen@chaley.com)

## SHORT STORY

I am a freelance graphic designer with a BA from Temple University with a fine arts major.

Post graduating from Temple, I lived 5 years in London and worked at the Architectural Association installing architectural exhibitions.

After returning to the states, I attended The Art Institute of Philadelphia and earned a diploma in graphic design.

I have worked as a graphic designer since 1996 and have freelanced since 2000. I specialize in both print and web design. I'm proficient in the Adobe programs, HTML, Wordpress, and Drupal.

Over the years many of my clients have been local non-profit organizations as well as local artists and businesses.



# SERVICES & SKILLS

## GRAPHIC DESIGN

- Logos
- Letterheads
- Newsletters
- Invitations
- Flyers
- Brochures
- Books
- Journals
- Ads
- Business Cards

## WEB DESIGN

- Wordpress
- WooCommerce
- Drupal
- Dreamweaver
- Squarespace

## MEDIA

- Social Media
- Instagram
- Facebook
- Emails
- Constant Contact
- MailChimp
- Zoom Facilitator
- Video Editing

## GENERAL OFFICE

- Word
- Powerpoint
- Excel
- Authorize.net
- Online Bookstore Manager
- Framing Shop Manager
- Exhibitions Manager



# PORTFOLIO

CLIENT: Eastern Pennsylvania Bleeding Disorders Foundation (EPBDF)

YEAR: 2000 - present

PROJECTS: logos, letterhead, brochures, newsletters, invites, flyers, videos, website: [www.epbdf.org](http://www.epbdf.org)

REFERENCE: Sarah Ross Pilacik, Executive Director, [sarah@epbdf.org](mailto:sarah@epbdf.org), 610-770-5215

The Eastern Pennsylvania Bleeding Disorders Foundation (EPBDF) strives to bring together those affected by bleeding disorders in the 41-county coverage area so that they can all feel a sense of connection and support through Education, Programming, Advocacy, and Financial Assistance.

I started working for the EPBDF in 2000. I've seen many changes with the foundation starting with the name changing three time and logo changing four time. The website also had four redesigns. Over the years they have sponsored many fundraising events as well as events to support, educate and celebrate the community. With these changes came many logos, letterheads, flyers, invitations, newsletters and website designs. Here are a few samples.

*Delaware Valley Chapter  
National Hemophilia Foundation*



*Eastern Pennsylvania Chapter  
National Hemophilia Foundation*

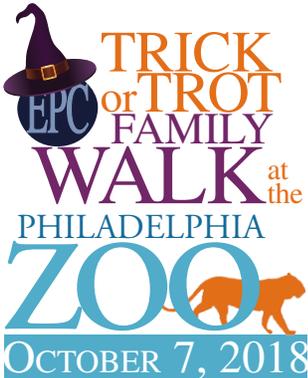


*Eastern Pennsylvania  
Bleeding Disorders Foundation*



<https://epbdf.org/resources/>

Interior spread from newsletter.



Logos and marketing for fundraiser walks.

<https://epbdf.org/events/golf-classic/>

# PORTFOLIO

CLIENT: Brodhead Watershed Association (BWA)

YEAR: 2010 - present

PROJECTS: website: <https://brodheadwatershed.org>, [www.shop.brodheadwatershed.org](http://www.shop.brodheadwatershed.org)

REFERENCE: Alex Jackson, Executive Director, [alex@brodheadwatershed.org](mailto:alex@brodheadwatershed.org)

The Brodhead Watershed Association (BWA) is a non-profit environmental organization dedicated to protecting and improving water resources and the environment in the Brodhead and Cherry Creek watersheds. The BWA assists municipalities, residences, businesses and groups with protecting natural resources through outreach, workshops, public programs, stream monitoring and baseline data collection.

I started working with BWA in 2010 to redesign their website in Adobe Dreamweaver. This allowed them to use the Adobe Contribute program to edit the website themselves. In 2020 Adobe discontinued the Contribute program so they needed a new way to edit the website.

I redesigned their website in Wordpress, a contact management program, which again allowed them to edit the site. The site contains over 150 pages including events, programs and projects.

In 2022, BWA asked for an online shop for their annual plant sale fundraiser. I then created the shop using WooCommerce. The fundraiser is just in the spring, but they have found the shop to be useful also for memberships, donations and reservations for events.

To enable the BWA to edit the website, I created a detailed instruction guide with images. This has been very helpful as they have had several different staff editing the site.

<https://brodheadwatershed.org> home page

<https://brodheadwatershed.org> interior page

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### BWA wordpress directions

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**Login:**



In the dashboard click on the  
Brodhead Watershed Association in



<https://brodheadwatershed.org> hike archive page

PDF instructions created to show them how to edit their website.

# PORTFOLIO

CLIENT: Transferware Collectors Club (TCC)

YEAR: 2014 - present

PROJECTS: website editor: [www.transferwarecollectorsclub.org](http://www.transferwarecollectorsclub.org), Monthly and Special eNews, Zoom facilitator

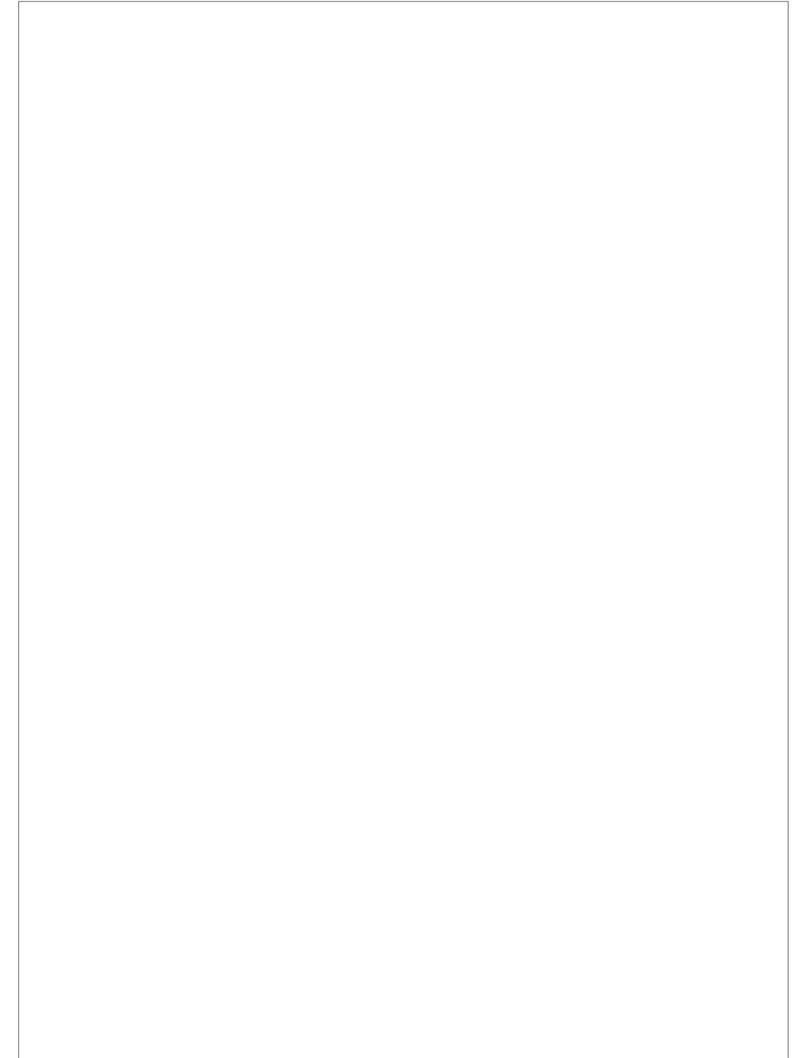
REFERENCES: Loren Zeller, TCC Board Member, Worldwide Lecture Series, [lzeller829@aol.com](mailto:lzeller829@aol.com)

David Hoexter, TCC Board Member, Web and eNews editor, [davidhoexter@icloud.com](mailto:davidhoexter@icloud.com)

The Transferware Collectors Club's (TCC) mission is to educate and to serve as a forum for sharing information about British transfer-printed ceramics. The club is committed to supporting the interests of collectors, dealers, historians, scholars, archaeologists, and those who simply appreciate the beauty and technical proficiency of British transferware.

When I first started working for the TCC the website was a Dreamweaver site, I took over maintaining the daily edits to the home page and create monthly eNews in Constant Contact. In 2020 the site was redesigned by Ruben Mislang a Drupal developer, however I maintain handling the daily editing of the Drupal site which includes twelve News & Features section updated monthly as well as other sections of the site including the Bulletin, events, videos, books, articles and lectures.

During the pandemic the TCC launched a Zoom lecture series which I facilitate, monitoring the meeting, editing the lecture videos, sending out announcements and adding the videos to the website.





# PORTFOLIO

CLIENT: Loretta Witt

YEAR: 2001 - 2023

PROJECTS: website: [www.lorettawitt.com](http://www.lorettawitt.com), flyers, social media, ads, logo, maintain youtube: <https://www.youtube.com/@lorettawitthomesteam6744>

REFERENCE: Loretta Witt, realtor, [loretta@lorettawitt.com](mailto:loretta@lorettawitt.com)

I first met Loretta when I purchased my first home in Philadelphia in 1989. She then asked me to create a website for her and the site was redesigned several times as her company changed ownership. I also produced ads, a market sampler that went out twice a year and a logo when she started marketing for the green market. In 2020 I created and monitored her social media on Instagram, Facebook and maintained her youtube channel. Since early 2023 Loretta has retired from the real estate business.

[www.lorettawitt.com](http://www.lorettawitt.com)

UNDER CONTRACT WITHIN DAYS  
[lorettawitthomes.com](http://lorettawitthomes.com)



305 East Pleasant  
adorable

100 West Walnut Lane  
grand

4953 McKean Avenue  
historic



BERKSHIRE HATHAWAY  
HomeServices  
Fox & Roach, REALTORS®



LORETTA  
WITT  
HOMES

Loretta C. Witt  
CRS, ABR, GRI, GREEN  
Associate Broker  
215-264-3074  
[loretta@lorettawitt.com](mailto:loretta@lorettawitt.com)

graphic for social media



LORETTA  
WITT  
HOMES

BERKSHIRE HATHAWAY  
HomeServices  
Fox & Roach, REALTORS®

215-264-3074    [loretta@lorettawitt.com](mailto:loretta@lorettawitt.com)

*Beautiful architecture is a gift, not only to its occupants,  
but also to the whole community. Such is this Germantown gem.*



LORETTA WITT  
[loretta@lorettawitt.com](mailto:loretta@lorettawitt.com)  
[www.lorettawitt.com](http://www.lorettawitt.com)  
[www.LorettaWittHomes.com](http://www.LorettaWittHomes.com)  
215-264-3074



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full page color ad



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HomeServices  
Fox & Roach, REALTORS®

[www.LorettaWittHomes.com](http://www.LorettaWittHomes.com)  
Philadelphia Realtor Associate Broker

Market Sampler

SETTING THE STANDARD OF EXCELLENCE FOR 2023!  
One of Germantown's finest homes, significant, architecturally significant, 4 + bedrooms, 3 1/2 Bath stone single designed by Houghland & Heald  
and built in 1897. It is considered "contributing" to the Tapscott Station Historic District on the National Register, and is an exquisite residence  
with its two car garage/parade house. \$815,000.



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A member of the Franchise system of BHH Affiliates, LLC    [www.LorettaWittHomes.com](http://www.LorettaWittHomes.com)    215-264-3074

market sampler

# PORTFOLIO

CLIENT: San Francisco Ceramic Circle  
YEAR: 2022 - present  
PROJECT: website: <https://sfceramic.org>  
REFERENCE: Catherine Cook, [sfceramiccircle@gmail.com](mailto:sfceramiccircle@gmail.com)

CLIENT: Olivia Haley-Schmitt  
YEAR: 2022 - present  
PROJECT: website: <https://oliviahaleyschmitt.com>  
REFERENCE: Olivia Haley-Schmitt, [olivia.haleyschmitt@gmail.com](mailto:olivia.haleyschmitt@gmail.com)

CLIENT: Keystone Healthcare Advisors  
YEAR: 2017 - present  
PROJECT: website: <https://khafirm.com>  
REFERENCE: Steve Steinmetz , [ssteinmetz@khafirm.com](mailto:ssteinmetz@khafirm.com)

CLIENT: Brandywine Valley Hemophilia Foundation  
YEAR: 2013 - present  
PROJECT: website: <https://www.brandywinehemophilia.org>  
REFERENCE: Agnesann Mathis, [aamathis07@gmail.com](mailto:aamathis07@gmail.com)

## CLIENT TESTIMONIALS

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Brodhead Watershed, Poconos, PA SINCE 2010

*Colleen has been so helpful in building and maintaining Brodhead Watershed Association's website. She is always willing to listen, to help, to figure out what's wrong and to keep working until the website is exactly as we need it to be. Her printable guides to editing the website are so helpful and informative. We have learned a lot from working with Colleen and thank her for her efforts to help our environmental non-profit do good things for the community.* Andrea Higgins, BWA office administrator

Germantown Historical Society, Phila., PA SINCE 2000

*At the Germantown Historical Society, Colleen Haley helps us with the layout of our publication, the Germantown Crier, twice a year. She has an easy, no-nonsense and practical approach to the design of the publication, one which always produces a publication we are proud of, and one which our members enjoy receiving. Colleen is always helpful and patient, always having the time to work with us on a moment's notice. We greatly appreciate it!* Alex Bartlett, Librarian, Archivist, Collections Manager

Loretta Witt Philadelphia Realtor, Phila., PA 2001-2023 (RETIRED)

*The Loretta Witt Homes Team has been fortunate to have Colleen Haley as a resource for all our graphic design needs. She is smart, creative and responsive, and she has been a life-saver when we have needed her services quickly to meet a deadline. Can't recommend her more highly.* Loretta Witt, Realtor

Transferware Collectors Club, PA SINCE 2014

*Colleen Haley has partnered with the Transferware Collectors Club to provide very consistent and steadfast technical and creative support since 2014. She has demonstrated incredible flexibility and skills as our website and Zoom administrator. She designs and produces our monthly eNewsletter as well as multiple monthly event invitations for the club's Zoom lectures. She also conducts Zoom rehearsals, skillfully edits and processes all recordings for these events. I don't know what the club would do with out her fine services.* Loren Zeller, TCC Board Member, Worldwide Lecture Series

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