

Haley Avery

Digital Web Designer

Education

Bowling Green State University Bowling Green, OH
Bachelor of Science in Technology May 2018
Major: Visual Communication Technology (Interactive Media)

Relevant Experience

Digital Designer and Developer | BGSU Marketing and Brand Strategy June 2023 - Present

- Manages all aspects of design, development, and maintenance of multiple University web and electronic environments.
- Works independently with ITS, CMS, Distance Education, HTML, CSS, MJML, jQuery, video, browser and mobile interfaces, media types, and file compression techniques.
- Contributes to the overall electronic marketing strategy by implementing, tracking, testing and analyzing products and vendor-based solutions for websites.
- Works collaboratively with other staff members to train and evaluate web content.
- Keeps current with industry and technology trends and independently learns new technology and programming languages as needed.

Junior Developer | TouchStone Digital Marketing – Toledo, OH April 2023 - June 2023

- Assisted in the development of headless CMS websites using React, Next.js, JavaScript, Sass, GraphQL, and npm.
- Developed websites from scratch using the compiler/watch method with WordPress as the base.
- Utilized graphic pre-designs (Adobe XD) for projects.
- Performed website maintenance on a day-to-day basis often with very little lead time.
- Designed and developed HTML emails/templates.
- Created and manipulated graphics using Adobe Creative Suite.
- Worked with HTML, CSS, Sass, and cross-browser/cross-platform functionality.
- Stayed up to date with SEO and ADA Compliance practices to ensure all sites comply.

Digital Web Designer | TouchStone Digital Marketing – Toledo, OH November 2020 - April 2023

- Assisted in the development of headless CMS websites using React, Next.js, JavaScript, Sass, GraphQL, and npm.
- Utilized graphic pre-designs (Adobe XD) for projects.
- Worked with HTML, CSS, Sass, and cross-browser/cross-platform functionality.
- Performed website maintenance on a day-to-day basis often with very little lead time.
- Designed and developed HTML emails and templates.
- Created and manipulated graphics using Adobe CC Suite.
- Stayed up to date with ADA Compliance practices and ensure all sites comply.

Web Designer | Three-12 Solutions, LLC April 2021 - December 2022

- Remotely maintained front and back-end updates for Three-12's website through Webflow on a part-time basis.

Social Media Specialist/Partner | Social Green Thumb, LLC May 2019 - December 2022

- Managed social media posts/ads for T. Davis Contractors, LLC.
- Helped companies respond to and grow their online reviews.
- Created and provided images, graphics, and/or web updates upon request.

Digital Web Designer | WebArt – Toledo, OH June 2019 - November 2020

- Utilized storyboarding and graphic pre-designs where appropriate.
- Developed graphics with Adobe Creative Suite, multimedia design, and creation with Flash.
- Worked with HTML, CSS, and cross-browser/cross-platform functionality.
- Stayed up to date with ADA Compliance practices and ensure all sites comply.
- Developed image-based banner ads, social media filters, templates, and web frameworks.

Web Developer | BASF – Whitehouse, OH

May 2018 - December 2018

- Assisted in the development of the upcoming BASF application using Angular 4+
- Created mock-ups of application features for clients.
- Frequently used Visual Studio Code, GitHub, and other communicative platforms.

College Employment

Software Application Developer – Sylvania, OH

January 2018 - May 2018

- Provided front-end development for DBL Ventures, LLC.
- Created websites and wireframes and produced HTML emails for marketing purposes.

Web Designer/Developer – Bowling Green State University

August 2017 - May 2018

- Assisted with the development and maintenance of multiple university websites for the Office of Marketing and Communications (BGSU).
- Contributed to the overall web marketing, internal communications, and special projects/presentations.
- Frequently used a content management system and HTML code to keep university websites current.
- Worked collaboratively with other members (marketing and communications, ITS colleges, programs, directors, university leadership, and others) to meet business goals, user needs, and deadlines.
- Developed HTML emails and graphics for advertising, digital signage, and presentations.
- Kept current with hardware and software needed to produce successful projects.

Visual Communication and Marketing Specialist

January 2017 - August 2017

- Developed graphic design elements for BGSU Enterprise Services (Falcon Outfitters and BG1 Card) to be applied across multiple medias in support of marketing and promotions.
- Designed and prepared media specifically for electronic applications (i.e. Web pages, targeted marketing, and mass email distribution).
- Assisted in the production and maintenance of web-based content as well as social media.
- Provided leadership to Bookstore and BG1 Card professionals and student staff related to visual design to maintain quality and consistency of visual presentation.
- Produced printed media, including use of large format printers for signage, posters, and display boards, as well as flyers, brochures, reports, ads, and direct mailers.

Multimedia Productions Assistant

May 2016 - December 2016

- Designed various sports graphics for BGSU Athletics.
- Frequently used Adobe Photoshop, Premiere Pro, InDesign, and After Effects.
- Reported updates on different projects (i.e. Time-lapse of BGSU's football field's turf replacement).

Industry Knowledge

- | | |
|---|--------------------------------------|
| ▪ Computer Basics | ▪ Fundamentals of Imaging Technology |
| ▪ Problem Solving for Visual Media | ▪ Computer Science |
| ▪ Interactive Media (Web Design/Coding) | ▪ Marketing |
| ▪ Print Media | ▪ Graphic Design |
| ▪ Photography | ▪ User Experience |

Awards and Recognition

Spring 2018 Dean's List Honor Roll

May 2018

Summer 2017 Dean's List Honor Roll

August 2017

Evening of Champions, Office of Multicultural Affairs

2017 – 2018

Evening of Champions, Office of Multicultural Affairs

2015 – 2016

Evening of Champions, Office of Multicultural Affairs

2012 – 2013

Specialized Skills

- Adobe Creative Suite (Dreamweaver, Illustrator, InDesign, Photoshop, XD)
- Bootstrap, HTML, CSS, and Sass
- Content Management Systems (Webflow, WordPress, Joomla, Shopify, Wix, Weebly, Canva)
- HubSpot

References

Available upon request.