



CONTACT

914-382-1403

alisonhayes51@gmail.com

alisonhayesdesign.com

Raleigh, NC

EDUCATION

SCHOOL OF VISUAL ARTS

Web Design, CE

2007 - 2011

BOSTON UNIVERSITY

Bachelor of Science

Journalism

2003 - 2007

RECOGNITION

HSMAI ADRIAN AWARDS

Digital Marketing Division

Silver Award - 2013

Yotel New York Facebook Tab

WEBAWARDS

Hotel & Lodging Standard

of Excellence - 2012

Lake Lanier Island Resort Site

SKILLS

- Adobe Creative Suite
- Mailchimp
- Asana
- InVision
- Google Web Designer
- WordPress
- HTML/CSS

I am a hands-on designer – a visionary and practitioner who understands the big picture, knows the importance of pixel-perfection, and leads by example. I believe that design must be both beautiful and functional in order to be successful.



WORK EXPERIENCE

FREELANCE DESIGNER

August 2020 - Present

Work with companies within the construction, architecture, finance, and publishing industries. Design proposals, websites and marketing materials. Work within established brand guidelines, or build new brands. Responsible for ideation through production.

ART DIRECTOR

NextGuest (formerly HEBS Digital) / Remote / 2017 - April 2020

I set the vision and led the creation of the NextGuest brand across all touch points and channels, as well as established and managed processes and workflows.

Collaborated with teams across the agency, including strategy, content, account management, project management, SEM, analytics, and front-end development.

MANAGER, DIGITAL MARKETING

HEBS Digital / Remote / 2016 - 2017

Designed custom websites for hotels, restaurants, and hospitality management agencies following best practices to ensure usability across all platforms.

Created large-scale booth designs for trade shows.

SENIOR DESIGNER, TEAM LEAD

HEBS Digital / New York, NY and Remote 2011 - 2016

Ensured all designed materials aligned with the client's strategy and brand identity. Used visual storytelling to take the user through the process of booking a hospitality stay, while increasing customer engagement and hotel bookings.

Refreshed existing websites and created custom landing pages following brand guidelines, adhering to the functionality and limitations of a custom CMS backend.

Created PPT decks, emails, banners, videos, social media, brochures, and posters.

DESIGNER

Penguin Random House / New York, NY / 2007 - 2011

Designed advertising and promotional materials for large book imprints including Penguin and Viking while also managing our own prepress.

Materials included print and web advertisements, advanced reader galleys, quarterly catalogs, bookmarks, floor display risers, invitations, and brochures.