

Hayley Finch

Graphic Designer

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SUMMARY

Strategic, conceptually driven Visual Designer with a track record of transforming ambiguous briefs into high-profile brand identities. Blends meticulous execution with big-picture thinking to establish art direction and drive cohesive, multi-channel campaigns.

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Art Direction · Visual Strategy · Brand Identity Systems · Typography & Layout · Motion Design · Creative Direction · Team Collaboration

EXPERIENCE

Bott Radio Network — Graphic Designer *(Apr 2024 - Present)*

- Led the visual conceptualization and execution of multi-platform digital campaigns to drive core marketing initiatives.
- Established typographic systems and structural hierarchies to translate complex organizational messaging into high-impact assets.
- Partnered with cross-functional stakeholders to align artistic vision with strategic campaign objectives and audience growth.

Youth Scoreboards — Creative Director of Media *(May 2023 - Jul 2024)*

- Directed comprehensive visual strategy and brand execution as the foundational creative lead for a multi-state startup.
- Architected scalable design systems for marketing collateral, cross-media presentations, and B2B sales assets.
- Designed and implemented ad graphics in live sports environments.

Collective EX — Branding & Layout Designer *(Jan 2022 - Jun 2023)*

- Developed comprehensive brand guidelines and editorial layouts that unified organizational identity and drove audience engagement.
- Collaborated on large-scale environmental design and experiential branding for high-impact corporate and community events.
- Transformed dense datasets and complex concepts into intuitive, high-hierarchy infographics and publication designs.

Hayley Finch Studio — Graphic Designer & Entrepreneur *(Jan 2020 - Apr 2023)*

- Founded a boutique creative practice, delivering end-to-end brand identity packages, logos, and cross-channel marketing suites for cross-industry clients.
- Designed interactive digital experiences, responsive websites, and integrated print campaigns tailored to distinct client business goals.
- Directed full project lifecycles, managing client relationships, scoping creative deliverables, and ensuring on-time project execution.

EDUCATION

Kansas State University - Bachelor of Science