

# Hayley Finch

Graphic Designer

hello@hayleyfinch.com | hayleyfinch.com/portfolio

## SUMMARY

---

Graphic designer focused on creating clear, engaging visual systems that translate complex ideas into accessible, effective design. Experienced in brand consistency, campaign design, and cross-functional collaboration across digital and print.

## SKILLS

---

Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Visual hierarchy & layout · Brand systems · Campaign design · Cross-functional collaboration · Attention to detail · Problem solving

## EXPERIENCE

---

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

- Designed social media and campaign graphics supporting marketing initiatives across digital platforms.
- Translated complex messaging into clear, visually compelling layouts using typographic hierarchy.
- Collaborated cross-functionally to align design with messaging and campaign goals.
- Maintained brand consistency while adapting designs to evolving project needs.

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

- Led all visual design as the sole designer for a multi-state startup.
- Created scalable marketing materials including brochures, presentations, and sales collateral.
- Designed and implemented ad graphics in live sports environments.
- Established visual consistency across all brand touchpoints.

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

- Designed branded materials and publications that increased engagement and visual consistency.
- Contributed to branded events supporting increased sales and community engagement.
- Simplified complex information through visual hierarchy.

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

- Developed branding, logos, and marketing materials for diverse clients.
- Designed print and digital assets including websites and campaign graphics.
- Managed client communication and project delivery.

## EDUCATION

---

Kansas State University - Bachelor of Science in Elementary Education