

<b>GRAPHIC/DIGITAL DESIGNER</b>	<b>HAILEY ESCOE</b>	St. Charles, IL 708.510.6816 hjescoe@gmail.com	Portfolio: haileyescoe.com Instagram: @hailey.escoe
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**ABOUT ME** I am a driven person with a passion for design. I enjoy using my design eye to find the beauty in all things and bring it to light for everyone else to see, through my character and my work.

<b>EXPERIENCE</b>	01/2025 – Present	<b>American Association for Justice</b> Freelance Graphic Designer Create digital and print deliverables, including: social media posts, web banners, brochures, flyers, PPT slides and templates, event collateral, and large format signage. Familiar with project management site: Monday.com. Proofreading Typography to ensure accuracy. Collaborating with marketing team to copywrite short descriptions/headlines when needed.
	06/2016 – Present	<b>Legacy Leadership Forums</b> Freelance Graphic Designer Perform updates on WordPress website, create digital graphics, iconography, book cover, logo refresh and brand guidelines. Work with Office Manager for creative direction and feedback.
	12/2018-07/2024	<b>US Foods®</b> Graphic Designer Collaborate with design and marketing teams, copywriters, photographers, printer and clients on both print and digital projects for marketing needs, including: email design, web page updates, sales and event collateral, large format/dimensional signage (troubleshoot image quality/reproduction issues), social media images and GIFs, PPTs, and clothing/other marketing swag, etc. Familiar with Salesforce, WorkFront, AEM, DAM, FTP sites and server uploading for remote work. Follow brand guidelines. Strict file naming conventions. Fast-paced environment, handling 10-20 projects at a time. Mentor all new-hire designers to ensure brand standards are met. Direct photo shoots.
	08/2017 – 10/2018	<b>DeForest Creative Group</b> Senior Graphic Designer Collaborate with sales team, photographers and clients on mainly print projects for packaging, data sheets, brochures, booklets, large format prints, advertisements and more. Proofreading all Typography to ensure 100% accuracy. Design from templates as well as own layouts. Clients included IRI, National Dairy Council™, TreeHouse Foods, Albanese, Javo Beverage and more.
	06/2015 – 06/2017	<b>Williams/Gerard Productions</b> Graphic Designer Involved in print, digital and video design projects for clientele products, events and promotions. Clients included National Association of REALTORS®, IRI, Petco Foundation, University of Washington, University of Florida, and more.
		<b>Other Freelance Positions</b>
	06/2017 – 08/2017	<i>Sphera</i> : Print and digital graphics, brochures, PowerPoint, e-books
	01/2016 – 02/2016	<i>Tulip Tree Landscaping</i> : Logo design

<b>SKILLS</b>	<b>Systems</b> • macOS • Windows	<b>Software</b> • InDesign • Illustrator • Photoshop • Microsoft Office • After Effects • Visual Studio Code • Figma • Canva	<b>Soft Skills</b> • Detail-oriented • Leadership • Teamwork • Communication • Problem-solving • Highly Organized • Time Management • Self-motivated	<b>Hand Skills</b> • Sketching • Painting • Photography • Crafting
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**EDUCATION** 08/2012 – 05/2016 **University of Illinois at Chicago, School of Design**  
Bachelor of Design, Graphic Design  
Minor in Art

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## RECOMMENDATION LETTERS

I have had the pleasure of working with Hailey at US Foods for the past 6 years, where she consistently demonstrated exceptional talent and dedication as a creative thinker and designer. Hailey possesses a remarkable ability to blend creativity with strategic thinking, resulting in innovative and visually stunning designs. She excels in transforming complex concepts into compelling visual narratives, always meeting project deadlines with outstanding quality. She is also quite proficient in various design software and tools, showcasing versatility and a keen eye for detail.

Beyond her technical skills, Hailey is an exemplary team player and just an all-around inspiring person to work with. She has an amazing collaborative spirit and a positive attitude that has significantly contributed to our team's dynamic and success. She never shies away from a challenge, instead, she faces it head-on, learning and perfecting, whatever skills she needs to not only overcome the challenge but to exceed expectations.

I have zero doubt that Hailey will be a tremendous asset to any creative team. Her unwavering passion for design, coupled with her professionalism and her thirst for learning and developing new skills to take projects to the next level, makes Hailey a rare talent in the design world.

Sincerely,

Jason Brooks  
Senior Lead Designer, US Foods  
708.638.4291  
Jason.Brooks@usfoods.com

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July 23, 2024

To the Hiring Manager,

I am writing to recommend Hailey Escoe. I have worked directly with Hailey since December 2018. Hailey worked as a Freelance Graphic Designer from December 2018 and in February of 2022 she was brought on as a full-time, staff Graphic Designer. I had been Hailey's direct manager, since she had been promoted to staff Graphic Designer.

As an employee, Hailey was always going the extra mile. She would regularly take on additional work, training new designers on our work processes, she shadowed myself and Lead Designers at photo shoots and had begun art directing shoots on her own. Hailey would consistently have a full workload, but she would make time to take on these extra tasks. As her manager, I was confident on her quality of work and needing little to no redirection on projects.

Hailey is a talented designer with excellent attention to detail. Her projects were on time and had multiple versions with thought put into her concepts. When Hailey was on a project, I was confident that her work would meet or exceed the objectives. Hailey asked questions in kickoff meetings ensuring she understood the goals of the project.

Hailey has a can-do attitude and finds solutions to design challenges. She is a natural leader and her willingness to help others with their workload makes her a great addition to the team. Should you have any further questions about Hailey, feel free to reach out to me.

Travis Bowlby  
Design Manager, US Foods  
312.497.3275  
travisbowlby@gmail.com