

SENIOR GRAPHIC DESIGNER		HAILEY ESCOE	Sycamore, IL   Open to Remote Work 708.510.6816 hjescoe@gmail.com		Portfolio: haileyescoe.com Instagram: @hailey.escoe
SUMMARY		Senior Graphic Designer with over 10 years of experience creating visually engaging, high-performing design across digital, print, and multi-channel campaigns. Skilled in transforming complex ideas into clear, impactful visuals through refined typography, color theory, and strategic storytelling. Known for bringing clarity, balance, and cohesion to every project; from social media and signage to brand systems and large-scale campaigns.			
EXPERIENCE	Jan 2025–Present	American Association for Justice   Remote   <i>Contract Graphic Designer</i> <ul style="list-style-type: none"><li>• Collaborate with marketing and copy teams to refine messaging and visual direction.</li><li>• Design and produce digital and print collateral, including web banners, PowerPoint templates, brochures, and large-scale event materials.</li><li>• Maintain consistency in typography, color, and layout across campaigns; ensure strong brand alignment.</li></ul>			
	Jun 2016–Present	Legacy Leadership Forums   Remote   <i>Lead Designer – Independant Consultant</i> <ul style="list-style-type: none"><li>• Present designs and lead creative meetings with CEO.</li><li>• Lead website and digital design projects, overseeing design strategy, UX/UI, and visual execution.</li><li>• Refresh logo and created brand guidelines for greater visual consistency and usability.</li></ul>			
	Dec 2018–Jul 2024	US Foods   Rosemont, IL   <i>Graphic Designer – Lead Campaign &amp; Brand Design</i> <ul style="list-style-type: none"><li>• Mentored junior designers and improved production workflows to enhance team efficiency and output quality.</li><li>• Directed and art-directed photoshoots to capture imagery aligned with brand tone and campaign goals.</li><li>• Supported campaigns that reached 40k+ associates and external partners.</li><li>• Presented designs and led meetings with creative and marketing leadership.</li><li>• Collaborated with creative, marketing, and photography teams to deliver cohesive visual storytelling under tight deadlines.</li><li>• Designed a wide range of digital and print assets for marketing, packaging, internal communications, and national events; including web, email, presentations, large format, environmental, and more.</li></ul>			
	Aug 2017–Oct 2018	DeForest Creative Group   Elmhurst, IL   <i>Senior Graphic Designer</i> <ul style="list-style-type: none"><li>• Directed, art-directed and modeled for in-house photoshoots to capture product, instructional, and packaging imagery.</li><li>• Collaborated with photographers and copywriters to align visuals with brand messaging.</li><li>• Designed packaging, print collateral, and marketing materials for clients including IRI, National Dairy Council™, Albanese, and TreeHouse Foods.</li></ul>			
	Jun 2015–Jun 2017	Williams/Gerard Productions   Chicago, IL   <i>Graphic Designer</i> <ul style="list-style-type: none"><li>• Delivered print, digital, and video design solutions for education, healthcare, and product-based clients.</li></ul>			
	2015–2017	Additional Freelance Clients   Remote   <i>Graphic Designer</i> Art Institute of Chicago, Tulip Tree Landscaping, BCV Evolve, Sphera <ul style="list-style-type: none"><li>• Developed branding, print and digital assets including logos, PowerPoints/Keynotes and e-books.</li></ul>			
EDUCATION		University of Illinois at Chicago, School of Design Bachelor of Design, Graphic Design   Minor in Art			
SKILLS	Systems	Software	Tech./Creative Skills	Soft Skills	Hand Skills
	<ul style="list-style-type: none"><li>• macOS</li><li>• Windows</li></ul>	<ul style="list-style-type: none"><li>• Adobe InDesign</li><li>• Illustrator</li><li>• Photoshop</li><li>• After Effects</li><li>• Figma/Dreamweaver</li><li>• Canva/SalesForce</li><li>• Microsoft Office</li><li>• WorkFront/Monday</li><li>• Google Slides/Keynote</li></ul>	<ul style="list-style-type: none"><li>• Typography</li><li>• Color Theory</li><li>• Layout Design</li><li>• Branding/Logos</li><li>• Photo Direction</li><li>• Print Production</li><li>• Iconography</li><li>• Concept Development</li><li>• UX/UI Design</li><li>• Web Development</li></ul>	<ul style="list-style-type: none"><li>• Detail-Oriented</li><li>• Leadership</li><li>• Collaboration</li><li>• Communication</li><li>• Problem-Solving</li><li>• Time Management</li><li>• Self-Motivated</li><li>• Highly Organized</li></ul>	<ul style="list-style-type: none"><li>• Sketching</li><li>• Painting</li><li>• Photography</li><li>• Crafting</li></ul>

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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 Escoc. 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  
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