



Haley Salzburg

graphic designer
illustrator

info

(205) 401-1250

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5158 Alex Way
Birmingham, AL 35215

expertise

Graphic Design
Typography
Vector Illustration
Brand Identity
Creative / Art Direction
Photo Manipulation
Email & Website Design
HTML / CSS Editing

software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD / Figma
Visual Studio Code
Mac & PC Software
Microsoft Office

programs

Slack / Trello / Jira
Contentful / Brandfolder
WordPress / Magento
Mailchimp / Salesforce
AWS / OneDrive / Dropbox
AgoraPulse / Buffer

profile

Highly creative and passionate Graphic Designer and Illustrator with over 10 years experience in corporate identity, design, illustration, typography, brand management and social media. Capable of leading a team, or working alongside other creatives. Able to brainstorm, conceptualize, and fully realize a project from start to finish. Self-driven and highly motivated to hit deadlines and exceed expectations. Learns quickly in a fast-paced environment and is both positive and outgoing with any project or client. Clear communicator with strong interpersonal and presentation skills. Currently leading a creative team of designers and animators as Supervisor of Art Direction at Pack Studios.

professional experience

Supervisor of Art Direction

Pack Health: Birmingham, AL

March 2020 - Present

Establishes and oversees visual branding standards for all member-facing visual content including graphic design, illustration, and animation. Responsible for ensuring quality of all one-pagers, website mockups, animation, live-action videos, recipe cards, email templates, and vector graphics to support both Pack Studios and Pack Health pharmaceutical clients.

Marketing Director

Steyr Arms: Birmingham, AL

November 2016 - December 2019

Developed and designed campaigns, ads and newsletters; performed website updates and product photography; designed promotional and all printed materials, including preparation for production; maintaining social media accounts and PR for multiple brands; and creating trade show materials and graphics.

Lead Graphic Artist

SmartArt South: Birmingham, AL

June 2014 - November 2016

Graphic Designer

Birmingham Fastener: Birmingham, AL

May 2010 - June 2014

professional achievements

Upward Momentum Class Graduate 2025

education

Bachelor of Fine Arts

University of Alabama at Birmingham

April 2014

