

Haley Tweedell

Designer • Art Director • Illustrator



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www.haleytweedell.com

San Francisco, CA

Education

2018

BFA IN DESIGN

FOCUS IN ILLUSTRATION

Columbia College Chicago

Skills

Illustration	Remote Work
Graphic Design	Teamwork
Social Media	Leadership
Photo Editing	Time Management
Creative Direction	Communication

Programs

Adobe Suite	Google Suite
Airtable	Microsoft Suite
Procreate	Dropbox
Slack	Wetransfer
Canva	Squarespace

Personal Achievements

Finalist Peter Lisagor Award

General Excellence 2021 • Best Illustration 2022

Juror Chicago Alternative Comics Expo

•2019, 2020

Exhibitor

Chicago Zine Fest 2019 • New Orleans

Comic and Zine Fest 2019 •

Chicago Alternative Comics Expo
(CAKE) 2018

Published in Linework Comics Anthology

•2017, 2018

Gallery Assistant Volunteer

Bologna Children's Book Fair • 2016, 2017

Professional Experience

OCT 2017- PRESENT **FREELANCE**
ILLUSTRATOR, DESIGNER

- Designs print materials to be legible with strong aesthetics
- In the conceptual and ideation stages of work: plans colors, compositions, and themes to suit the final products
- Collaborates with clients and editors to create visually appealing art and illustrations that effectively communicated intent and story

Clients include: Chicago Reader, Cicero Independiente, South Side Weekly, Very Serious Gallery (Bergart), Loud Global, Various Others

FEB 2019- FEB 2022 **SOUTH SIDE WEEKLY**
LAYOUT EDITOR

- Prepared and submitted files for print to ensure on time publication
- Formatted and edited pages in InDesign to fit word count, visuals, and headlines to be clean and legible
- Collaborated with editorial teams for assets and feedback to properly integrate copy

FEB 2021- DEC 2021 **SOUTH SIDE WEEKLY**
LEAD VISUALS EDITOR

- Delegated responsibilities to the visuals team and contributors
- Paired Illustrators and photographers with assignments so that each article comes out with strong visual storytelling alongside the text
- Edited and designed the cover for every printed issue to be eye-catching and reflect the contents inside each issue

Other Experience

JUL 2022- PRESENT **ACME FLORAL CO**
FLORAL DESIGNER

- Create beautiful custom arrangements, maintain storefront, deliver flowers

OCT 2021- JUL 2022 **IN BLUME LA**
FLORAL DESIGNER

- Create high end floral designs and installations for events and high profile clients

JUN 2021- OCT 2021 **HUDSON GRACE**
FLORAL DESIGNER

- Manage, design, maintain, and buy flowers for floral department within store

FEB 2020- SEPT 2020 **EUROMARKET DESIGNS (CRATE & BARREL)**
STYLING ASSISTANT (SSTA)

**Furloughed in March due to COVID-19 Pandemic

- Responsible for keeping products photo-ready to be used in marketing content