

Hayley Vande Berg

Graphic Designer and Illustrator

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Summary

Designer and illustrator with 3 years of on-the-job experience with 4 years freelancing background. Highly adept with programs in the Adobe suite, such as InDesign, Photoshop, Illustrator, and Audition. Extensive experience in executing digital marketing plans via digital graphics and social media, and creating unique branding that is timeless and versatile.

Professional Experience

Communications Coordinator | Designer, Podcast Producer, and Website Manager

High Point Church, Madison // July 2021-Present

At High Point Church, I work in a variety of roles under communications:

- Creation of unique branding for sermon series, events, and ministries of the Church and partnering nonprofit cooperatives.
- Coordination and execution of the production of podcast series. Including editing, posting, and writing episode summaries.
- The operation and management of the websites under High Point Church are also a regular part of my role within this position, using a combination of website builders and knowledge and use of HTML code.

Freelance Illustrator

- Illustrated, formatted for print, and coordinated with Kindle Direct Publishing to create print media that can be enjoyed by all ages from multiple different authors. See "*The Loyal Dog Jes*", "*The Bug Book*", and "*Roscoe and Bella's ABCs*" on my portfolio site.

Sales Associate

Duluth Trading Company // September 2020 - August 2021

- I oversaw and contributed to the layout of displays, and operation of cash registers.
- Implemented organization and communication within the staff team.
- Solution oriented in order to find the best outcome for the customer.

Education

Associates Degree in Graphic Design and Illustration // Madison Area Technical College

Skills

Professional Skills:

- Proficiency in Adobe Creative Cloud
- Branding + Logo Creation
- Illustration
- Copywriting
- Layout Design
- Adaptability to new technology and software

Personal Skills:

- Organization
- Time Management
- Communication
- Problem Solving
- Openness to critique
- Self-Motivated