




KAYLEE HAYEN
DESIGNER

 kayleehayen.com

 Chicago, IL 60642

 kghayen@gmail.com

 815.590.7141

EDUCATION

2017
-
2013 | **ILLINOIS STATE UNIVERSITY**
Normal, Illinois
B.S., Graphic Design

UI/UX Design
Figma
AEM

WordPress
HTML/CSS
Adobe Creative Suite

Organized
Welcoming
Quick-Learner

EXPERIENCE

02.25
-
09.23 | **PRODUCT OWNER**
The Marketing Arm
Chicago, Illinois

- Content entry for monthly web deployments.
- Designed web wireframes & user flows using Figma & Adobe XD.
- Excelled in WordPress, building user flows and developing code.
- Led promotional micro-websites as a product owner; collaborating daily with designers, copywriters, developers, & vendors.
- Presented to client teams; requiring strong time management, organization, and communication skills.

07.23
-
09.22 | **DIGITAL DESIGNER**
Aisle Rocket
Chicago, Illinois

- Highly proficient in Figma and Adobe Experience Manager (AEM).
- Completed projects from start to finish with wireframing user flows to building and authoring online.
- Updated live web content when needed.
- Gained valuable insights into marketing and sales strategies.
- Contributed to high-impact events like Black Friday.

09.22
-
06.18 | **PRODUCTION & MARKETING DESIGNER**
Modern Luxury
Chicago, Illinois

- Print advertising and digital marketing production for over 80 magazine titles across the U.S.
- Advertorials, special sections, & production-ready templates.
- Created event collateral for various marketing initiatives.
- Developed sales and marketing support materials, including:
 - Presentations, Media Kits
 - Rate cards
 - Dedicated client emails, E-newsletters advertisements

06.18
-
06.17 | **GRAPHIC DESIGNER**
Eataly
Chicago, Illinois

- Created digital and print graphic designs to meet business needs.
- Executed design strategies to support marketing & branding.
- Designed in-store signage to promote products and services.
- Ensured all designs adhered to company procedures, expectations, & brand guidelines.

REFERENCES

LEXI WULF
Product Manager
402.278.1260

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HANNAH WHELAN
Account Supervisor
214.284.2417

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KATIE LOWERY
Graphic Designer
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