

HAILEY CRAIGHEAD

GRAPHIC ARTIST

CREATIVE | ADAPTIVE | COLLABORATIVE

Innovative and dynamic Graphic Artist with over 7 years of experience, adept at creative problem solving and collaboration. Skilled in managing digital and traditional media projects from concept to completion, with a strong background in Adobe Creative Suite, vector graphics, print production, and digital illustration. Proven ability to lead projects, manage schedules, and act as a key point of contact between clients and teams. Experienced in defining project scopes, creating detailed schedules, and maintaining rigorous timelines. Known for delivering exceptional brand experiences and visual solutions, with hands-on experience in both e-commerce and client-side settings. Holds a BFA in Graphic Design with an emphasis in Illustration, combining creative excellence with strategic insights to elevate projects.

EXPERIENCE

Oklahoma Embroidery Supply and Design (OESD)

Senior Graphic Designer

2021-Present

- Lead graphic designer, layout designer, and production artist.
- Design creative packaging, graphics, and product photos.
- Led team in packaging design and web graphic redesign.
- Create illustration collections for embroidery designs using market research.
- Collaborate on vector and traditional artwork for production.
- Coordinate timelines, marketing, and instructional documents.
- Train new hires and external companies; develop templates and branding guides.

Jack Pratt Signs

Graphic Designer and Production artist

2019-2021

- Collaborate with sales and production teams from conception to assembly.
- Develop brand experiences with clients.
- Experienced with various printers, vinyl printing, and Epson and Rolland systems.
- Skilled in vector graphics, Pantone color conversions, and preparing print-ready files.
- Recruited talented designers, creating and implementing production improvements.

Freelance Designer

Freeance work has encompassed many clients and a variety of commissions including

2016-Present

- Logo, Ad, and Packaging design for 7+ companies in the Real Estate, Photography, and Medical Cannabis industries.
- Illustrating and providing layout creation and consultation for authors Roxie McBride E. D. and Janice Callaway.
- Painting commissions by Nicoma Park Tag Agency and Sleepy Hollow HOA

Body Pizzazz

Airbrush and Henna Artist

2018

- Managed airbrush business at State Fair both alone and on team.

Grady County Courthouse

File Clerk

2013-2016

- Maintaining the filings for the Civil office of the Grady County Courthouse, and other clerical work as needed. Customer service and telephone communication to service clients as needed.



CONTACT



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PORTFOLIO



haileycraighead.com

EDUCATION

2013 - 2017

University of Science and Arts of Oklahoma

BFA Graphic Design- Illustration

Minor in Liberal Arts

3.7 GPA

2009 - 2013

Chickasha High School

Valedictorian

SKILLSET

- Adobe Creative Suite
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Photo manipulation
- DSLR Photography
- Layout Design
- Print Production
- Vector artwork
- Digital Illustration
- Typography
- Watercolor Illustration