



HALEY DRINKWATER

USER EXPERIENCE DESIGNER

OBJECTIVE

I am seeking a position where I can bring my years of design experience for a wide variety of clients into an environment where I can continue to learn new technologies and workflows. I deeply value good collaboration and love to improve processes.

WORK EXPERIENCE

Senior Interaction and Brand Designer

Catalyst Marketing Agency | Austin, TX
2022 - 2024

Catalyst is full service marketing agency in Austin specializing in real estate marketing for multifamily, student housing, senior living, commercial, and residential verticals.

My role and responsibility :

- Served as the link between the designers and the frontend developers, always aiming to improve process and shorten feedback loops.
- Pushed for the wider adoption of Figma at the company, creating more streamlined processes to go from initial design to prototype to frontend development.
- Conceptualized and crafted many unique brand identities and logos, enhancing client brand recognition.
- Created custom, user-centric, and accessible website designs utilizing Figma, and ensuring seamless collaboration with developers for optimal execution.
- Delivered compelling design presentations to clients, fostering collaboration and ensuring alignment with their vision and objectives.
- Designed and developed custom email marketing campaigns, driving engagement and conversion rates.
- Analyzed email performance metrics, compiling comprehensive KPI reports to inform and optimize client marketing efforts.

Graphic Designer

Catalyst Marketing | Austin, TX
2017 - 2022

My role and responsibility :

- Executed art design and production for a variety of projects, including logos, brand guides, interactive layouts, and email marketing campaigns.
- Created end-to-end brand identities using Adobe Creative Suite and presented them to clients for approval and feedback.
- Designed branded website wireframes and facilitated their development through WordPress.
- Designed, built, and A/B tested numerous portfolio-wide email campaigns using Illustrator, BeePro, and ActOn.
- Collaborated with project management teams using CRM platforms to ensure seamless project execution.
- Developed informational brochures and other collateral for the RFP process to support client acquisition and retention.

Freelance Designer

2016 - Present

My role and responsibility :

- Served clients in various industries, including construction, interior design, property management, pharmaceuticals, human resources, and professional sports.
- Created comprehensive brand identities, logos, websites, digital and print marketing materials, and more to fit the specific needs of the client.
- Created wireframes and high fidelity mockups for custom websites and communicated with frontend developers to implement the designs.

CONTACT

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(214) 714-8991

[LinkedIn](#)

EDUCATION

Texas A&M University

College Station, Texas

Bachelor of Science in University Studies Architecture: Global Arts, Planning, Design, and Construction with Minors in Business and Graphic Design

SKILLS

Tools

Adobe Creative Suite

Illustrator

AdobeXD

InDesign

Photoshop

Figma

Figjam

MailChimp

Miro

Constant Contact

Microsoft Office

Basecamp

Accelo

Asana

Jira

Specialties

Brand Design

Logo Design

Interactive Design

Web Design

Illustration

Print Design

Digital Advertising

Email Marketing

HTML

CSS