



HALEY DRINKWATER

GRAPHIC DESIGNER

PROFESSIONAL SUMMARY

Designer with ten years of experience creating and implementing brand systems across print, digital, and environmental work. I care about clarity, accessibility, and the details that shape how people experience information in digital and physical spaces. I'm motivated by work where graphic design supports learning and connection in a thoughtful, lasting way.

WORK EXPERIENCE

Freelance Designer

December 2016 - Present

I work independently with agencies, businesses, and creatives to turn ideas into clear, well-crafted visual work, both online and in physical space.

- Designed brand identities, logos, and visual systems for clients across construction, interior design, property management, health resources, pharmaceuticals, professional sports, and independent film and documentary projects
- Developed exterior building signage and ADA-compliant interior wayfinding systems, preparing detailed presentation and production files and working directly with printers and signage fabricators to review proofs and clarify fabrication requirements
- Designed printed and environmental materials including brochures, posters, stage backdrops, wall graphics, large-format banners, vehicle wraps, and paper systems
- Designed and built accessible websites on Showit and Squarespace, and prepared production-ready wireframes and mockups for WordPress development teams. Ensured designs met WCAG guidelines and supported screen-reader navigation
- Designed digital communications including email campaigns, web graphics, and social media assets
- Led projects from concept through final production, coordinating schedules, budgets, vendors, and proofing cycles to ensure accuracy and clarity

Senior Brand and Interactive Designer

Catalyst Marketing Agency | Austin, TX

May 2017 - July 2024

At Catalyst, I worked as part of a collaborative creative team serving real estate and housing clients. My role focused on creating and implementing brand systems and ensuring our work translated clearly across print, web, and physical spaces. Over time, my work shifted more toward interactive design, and I became a consistent bridge between design and development, helping refine workflow and strengthen accessibility standards across projects.

- Designed logos and complete brand identities using Adobe Creative Suite, presenting work directly to clients and refining through collaborative feedback
- Created website wireframes and custom designs in Figma, working closely with developers to ensure accurate and accessible implementation
- Designed a wide range of printed and digital materials including signage, brochures, flyers, banners, advertisements, and sales collateral
- Developed informational brochures and RFP materials to support client acquisition and long-term partnerships
- Designed and built email campaigns, reviewing performance to improve clarity and engagement
- Worked closely with project managers, designers, and developers to keep projects organized and on schedule

CONTACT

Portfolio: haleydrinkwater.com

hpdrinkwater@gmail.com

(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

Wayfinding

Signage Design

Environmental Graphics

Vendor Coordination

Production Documentation

Interactive Design

Accessibility Standards

Web Design

Illustration

Print Design