

# 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, and Illustrator. Extensive experience in executing digital marketing plans via digital graphics and social media, and creating unique branding that is timeless and versatile.

## Professional Experience

### Graphic Designer & Print Production Operator

Madison Top Company, Madison // April 2024-present

- Developed and exported digital files for printing.
- Became versed in printing methods like DTG (direct to garment) and transfer printing.

### Communications Coordinator | Graphic Designer and Website Manager

High Point Church, Madison // July 2021-March 2024

- Created unique branding for sermon series and ministries of the Church along with partnering nonprofit cooperatives on visual event promotion.
- Illustrated and designed event promotions for both print and digital applications.
- Coordination and execution of the production of podcast series. Including recording, editing, posting, and copy writing.
- Operated and managed the websites under High Point Church using a combination of website builders and HTML code.
- Communicated with event organizers to finalize designs and plans for promotion.

### 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"*, and *"Roscoe and Bella's ABCs"* on my portfolio site.

## 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
- Motivated