

HAILEY DAY

WHO?

I am a Digital Artist + Project Manager with a solid understanding of the power of **brand**, client **communication**, and **team** coordination. I am strategic, always questioning, and looking ahead. I am result-oriented, reliable, and most importantly **honest**. My efforts are always on time and on budget: resulting in **success**.

- **A communicator:** I have been the core link between 3 VERY different groups of people: lawyers (the client), engineers (technical), and animators (artistic). I am able to effectively translate their languages to clearly communicate a central vision.
- **A filter:** nicknamed “Eagle Eyes” for my thoroughness, and attention to detail.
- **A juggler:** I have managed 200+ projects, many with overlapping deadlines. I streamlined protocols, doled out tasks, and made sure everything was completed on time with quality control.
- **An organizer:** I feel that in order to be the most efficient worker, I must be organized in every way (digital files, naming conventions, physical files, list making, ...)
- **A strategist:** I have an analytical brain and a future-oriented outlook.
- **A coordinator:** I have experience with client interaction, managing budgets, interacting with vendors, and supervising a staff of creatives.
- **A veteran:** I have 7 years of experience in the digital art industry and have learned the “art” of the business world along the way.
- **A student:** I am an extremely fast learner — both in graphic-oriented software and in understanding industry trends. I feel that keeping current is essential to a thriving creative business. Attending conferences, classes, guest speakers, and teaching seminars are all effective ways of following the industry and helping blaze a trail to the future of the creative world.

EXPERIENCE

HEYDAY CREATIVE — DENVER, CO

President + Digital Artist: August 2007 - present

- Created websites and graphic designs, animations, CAD, and brand identity for small businesses and individuals
- Visit www.HEYDAYcreative.com for portfolio + client list

KNOTT LABORATORY, LLC — CENTENNIAL, CO

Director of Animation: July 2001 - June 2007

- **Managed** multiple forensic animation projects and a staff of creatives
- Created, **facilitated**, and coordinated animations and graphics for hundreds of legal cases
- The graphics and animations were often solely responsible for **multi-million dollar** settlements
- Moved every project through completion “**A-Z**” using streamlined processes, task lists, and follow-up
- Spearheaded, designed, conceptualized, and **supervised** rebranding effort and marketing collateral

SKILLS

TALENTS

Creative, extremely efficient, experienced with clients, highly organized, an eye for detail, great listener, task juggler, super-fast learner, loyal to the team, strategist

DESIGN

Web design, graphic design, branding/corporate identity/logos, animation, CAD, DVD creation, 3D modeling, compositing, interactive presentations, illustration, photography

SOFTWARE

Dreamweaver (XHTML + CSS), PhotoShop, InDesign, Illustrator, 3D Studio Max, AutoCAD, After Effects, Flash, Encore, Director

CLIENTS						
Mateo	⚡					
First Bite Boulder	⚡	📄				
National Aquaculture Association		📄				
Dividend Capital: Real Giving Solutions	⚡	📄		👤		
Evergreen Digital Media				👤		
Fenix Credit Solutions	⚡	📄	★			📷
Medical Mission International	⚡					
Roxborough Park		📄				
Best Light Communications	⚡	📄	★			
A Long Production	⚡					
"The Lollipop Family"						✍️
The Fortis Group	⚡		★			
Limón	⚡					📷
[Cafe] Bisque	⚡					📷
The Arvada Grill	⚡					📷
Kona Coffee	⚡					📷
A&M Aerospace					📐	
Tanager Photography	⚡	📄	★	👤		📷
Kimball Lighting	⚡	📄	★	👤		
Creative Remodeling, Inc.		📄				
Sally J. Goerner, author		📄				

LEGEND	
⚡	= Web
📄	= Print (Graphics)
★	= Brand
👤	= Animation
📐	= CAD
📷	= Photography
✍️	= Fine Art/Illustration