

Eve Haley

570 466 1904
Pittston PA 18640
evetempaugh@gmail.com

www.eveliyn.com
www.linkedin.com/in/eve-lyn-haley

CREATIVE DIRECTOR

Identify and execute emerging visual trends
Collaborate, brainstorm, and strategize with multiple teams

Innovative thinker, sparking creative ideas and managing creative concepts to completion with meticulous attention to detail. Leverage communication, organization, and planning skills to navigate rapid strategy shifts and meet tight deadlines. Identify issues in current processes and establish effective workflows. Known as a versatile go-to-person for problem solving with commitment to innovation, process improvement, and driving performance metrics. Build relationships and connect with all levels of organization. Translate complex processes into clear actionable improvement steps.

SKILLS

Project Management	Creative Concept Briefs	Licensed Product
Creative Ideation	Visual Impact	Illustration
Trend Forecasting	Branding & Marketing	Photography
Time & Budget Management	Product & Packaging Design	

SOFTWARE

Adobe Illustrator	Adobe InDesign	Microsoft 365 (Office)	Figma
Adobe Photoshop	Adobe Firefly	Wordpress	Canva

EXPERIENCE

IG DESIGN GROUP (PREVIOUSLY CSS INDUSTRIES) • MOOSIC, PENNSYLVANIA • 2015-2024

DESIGN MANAGER • REMOTE • 2020-2024

- Managed seasonal consumer goods from concept to completion, requiring collaboration from multiple teams: sales, marketing, packaging, and production for all seasons (Christmas/Holiday, Halloween, Valentine's Day, and Everyday).
- Collaborated effectively with cross-functional team members, brainstorming ideas and bringing projects to life.
- Provided creative direction, safeguarding cohesive branding across all seasonal consumer goods.
- Utilized Adobe Creative Suite to design and produce high-quality visual assets.
- Designed product for licensed partners, including Disney, Warner Brothers, Hasbro, Lucasfilm, NBC Universal, Viacom CBS, Microsoft, Peanuts Worldwide, and more.
- Identified emerging trends in art and design, staying ahead of market trends, ensuring popular icons in stores.

ASSISTANT ART DIRECTOR • HYBRID • 2019-2020

- Managed several seasonal retail products from concept to completion, ensuring quality and timeliness.
- Utilized Adobe Creative Suite to design and produce high-quality seasonal gift items.
- Demonstrated strong graphic design skills, developing engaging and effective design solutions.

LINE COORDINATOR • ON-SITE • 2015-2019

- Ensured high quality standards were met through meticulous quality control processes.
- Motivated a team of professionals, achieving project goals.
- Coordinated production resources to maximize efficiency.
- Utilized Adobe Creative Suite to meet print-production requirements.

LIVE MERCURY/OUTSOURCING USA • DALLAS, PENNSYLVANIA • 2010-2015

SENIOR GRAPHIC DESIGNER • ON-SITE • 2012-2015

- Created visually stunning Wordpress websites with user experience in mind.
- Developed comprehensive brand identities and marketing materials for a diverse portfolio of businesses for use on marketing materials.

PRODUCTION ARTIST • ON-SITE • 2010-2015

- Managed team of 6 production artists, maintaining effective communication with clients to ensure timeliness of deliverables.
- Established a training procedure for new hires, maximizing efficiency and quality.
- Crafted visually appealing advertisements, driving business results.

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EXPERIENCE (cont.)

PEPPERJAM • WILKES-BARRE, PENNSYLVANIA • 2008-2009

CREATIVE SERVICES SPECIALIST • ON-SITE • 2008-2009

- Drove traffic to client websites by creating clickable content, email blasts, and coordinating small marketing campaigns for affiliate partners.

EDUCATION

BACHELOR OF FINE ARTS (BFA) • GRAPHIC DESIGN/LETTERFORM • MAGNA CUM LAUDE

UNIVERSITY OF MASSACHUSETTS DARTMOUTH

- Independent Study in Environmental Design
- Mathematics Minor

INTERNSHIP

BILL PILLING GRAPHICS • SCRANTON, PENNSYLVANIA

- Assisted professional operations in a creative environment

ADDITIONAL RELEVANT EXPERIENCE

ILLUSTRATION

- Trending icons in seasonal celebrations

PHOTOGRAPHY

- Product for Packaging
- Photo editing