

# HAYLEY DAVIS

## ABOUT ME

### Website:

hayleydavisdesign.co.uk

### Instagram:

instagram.com/hayleydavisdesign

### Facebook:

facebook.com/hayleydavisdesign

### Linkedin:

linkedin.com/in/hayley-davis

**Hi, my name is Hayley and I am a Graphic Designer.** I have just completed my final year studying Graphic Design at the University of Portsmouth. My main areas of interest are branding, identity design, packaging, illustration and hand-lettering. As a designer I think it is important to be aware of the process of design and to include this in the design solution.

I am a proactive, creative and ambitious designer. I am passionate about design and like to work through the design process iteratively to perfect the final outcome.

In my own time I practice my hand-lettering and Photography skills. I enjoy designing my own work, in the past I have made t-shirts, designed postcards and sold them to interested customers. These practises help inspire my passion to design and gives me confidence to experiment in new ways.

## WORK EXPERIENCE

### Ocasta - June 2016

I undertook work experience for a software development company; Ocasta in Brighton working with the design team on some live briefs. I sketched out and illustrated some ideas for a game-based learning app and produced wireframes in Sketch. For another brief I designed some merchandise for another learning based app, arranged them into a presentation and produced pricing estimates.

### Design Council Studio Practice 2016

As part of the Design Studio Practice unit, I was selected to take part in a workshop with the Design Council. The brief given was about design for care. In multidisciplinary teams, we had to answer a design for care question and present our ideas to a professional board of judges. I learnt about design innovation, design thinking and the value of the design process.

### Fix 8 Design Studio - February 2013

I spent two weeks working on a set of briefs for Fix 8 Design Studio in Emsworth. I learnt new skills in Illustrator as well as getting an insight to the business side of a job. It was important to manage my time realistically to make sure each job met the deadline.

### Waitrose Supermarket 2010 - Present

Part-time Cashier, some skills I have learnt from this job are dealing with the public, working in a busy environment, cash handling including counting change, working within a team and taking a supervisory role when needed.

## EDUCATION

**University of Portsmouth 2013-Present**  
Ba (Hons) Graphic Design

**South Down College 2010-2013**  
Foundation Degree in Art and Design - Merit  
A Level Graphic Design - B  
A Level Combined Arts - B  
AS Level ICT - D

**Purbrook Park School 2005-2010**  
8 GCSE's grades A\* - D including Maths, English and Science.

## INTERESTS

When I am not designing I am playing sports and keeping fit. I used to play for a football team, however I now play for the University basketball team which helps me to keep fit, socialise, work as a team and gives me something to look forward to outside of my course. I also go to the gym and go running, I enjoy keeping fit, dedication to these things gives me a break and helps me to dedicate myself to my design practice.

Travelling is another big interest of mine, exploring new countries and different cultures also helps inspire my design work and ways of thinking.

## ACHIEVEMENTS

### YCN Award 2015

In my second year of University I entered the YCN student competition and was commended an award for the Taylors Coffee brief.

### Charity Abseil 2014

I abseiled down the Spinnaker Tower to raise money for the Rowans Hospice.

### Charity Skydive 2012

I did a Skydive to raise money for The Poppy Appeal.

## OTHER

Full and clean UK driving license

References available upon request

ASSOCIATE



ASSOCIATE

