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References available upon request.

OBJECTIVE

To obtain a position that allows me to use and expand my skills in graphic design, creative branding, and marketing.

SKILLS

- Collaboration and Communication
- Adobe Creative Suite
- WordPress, Figma, and Canva
- Competent with Data Analytics
- Creative Problem-Solving

COURSEWORK

- Visual Communication I, II, III
- Typography I, II
- Interactive Web Design I, II
- Professional Practices

EDUCATION

Graphic Design | Marketing

Northern Illinois University, DeKalb, IL
August 2022 – May 2026

- Bachelor of Fine Arts in Visual Communication
- Minor in Marketing

EXPERIENCE

Social Media Content Creator

East Peoria Softball Express | Jul 2025 – Present

- Design and produce weekly social media graphics to promote tournaments and team events.
- Work independently to interpret information provided by management, create visually engaging posts, and meet strict deadlines while maintaining brand consistency.

Freelance Designer

Grit and Grace Softball Company | Jun 2025

- Developed original apparel designs and managed the company's social media presence to promote brand identity and engagement.
- Designed and maintained the business website, assisting with marketing strategies and brand development to enhance overall visibility and sales potential.

Interviewer | Refusal Converter

CHHS SRL-NIU, DeKalb, IL | Mar 2023 – Jul 2025

- Utilized persuasive communication and negotiation skills to overcome objections and increase survey completion rates.
- Adapted interviewing approach to participants' tones and reactions to ensure accurate data collection and maintain research integrity.

PROJECTS

Marketing Simternship

Northern Illinois University | Fall 2025

Completed an eight-week digital marketing internship simulation focused on campaign strategy, analytics, and client engagement.

Earned certification for developing marketing solutions and managing real-world scenarios in a team-based, deadline-driven environment.

Magazine Collaboration

NIU School of Art and Design | Fall 2025

- Served as lead illustrator, creating original artwork and visual assets to unify the publication's style and tone.
- Collaborated with a four-member design team to develop a themed editorial magazine inspired by Y2K aesthetics.