

Haley Grison_

Art Director | Designer

CONTACT_

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ABOUT_

Dynamic and multifaceted creator, driven by an insatiable curiosity to explore how thoughtfully designed art connects us to ourselves and the world. Excels at revitalizing legacy content through innovative, engaging products. Thrives in fast-paced environments that foster continuous learning, collaboration, and authenticity.

SOFTWARE AND SKILLS_

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Google Workspace
Art direction
Storyboarding
Graphic design
Branding
Paper engineering
Illustration

EXPERIENCE_

Art Director

Cottage Door Press | Oct. 2020–Present

- Spearhead product design from ideation to completion, meticulously aligning with project scope and vision
- Conceptualize innovative product designs, optimizing text, layout, and visual engagement
- Identify and collaborate with illustrators whose work elevates the project's scope, mood, tone, and audience appeal
- Adapt licensed and branded products to adhere to guidelines while introducing fresh content and layouts
- Facilitate effective communication with team members, creative leads, and freelancers through creative briefs, mood boards, storyboards, and visual aids

Art Director and Designer

Publications International, Ltd. | Jan. 2018–Oct. 2020

- Designed visually stunning and thoughtfully crafted products, including picture books, lifestyle books, kits, puzzle books, and children's products
- Created compelling interior page layouts, cover concepts, packaging, and app-ready art screens across various topics and departments
- Managed up to 12 simultaneous projects from concept to completion, ensuring consistent tone and timely delivery
- Directed photo shoots, collaborated with vendors and cross-functional teams, and prepared print-ready files

Graphic Design Intern

Magnani | Oct. 2017–Jan. 2018

- Collaborated with art directors, production managers, and account executives to develop innovative design solutions
- Created impactful print and digital collateral, including posters, infographics, presentation decks, and product displays for high-profile clients

EDUCATION_

BFA, Illustration

American Academy of Art | 2013–2017

Dean's List 2016, President's List 2015, Dean's List 2014