

Colleen Haley

Graphic & Web Designer

111 Berkeley Road, Glenside, PA 19038 ■ colleen@chaley.com ■ cell (215) 806-5846 ■ www.chaley.com

SKILLS

Creative : Organized : Reliable

Proficient in Adobe Photoshop, InDesign, Dreamweaver, Premiere Elements, Illustrator, Acrobat, HTML, CSS, Wordpress, Drupal, Zoom, Constant Contact, MailChimp and Microsoft Office: Word, Excel, PowerPoint. Samples and referrals available.

EDUCATION

Temple University, Philadelphia, Certificate, June 2001

Web Site Design Certificate.

Moore College of Art, Philadelphia, October 2000

Attended accredited course in html code.

Art Institute of Philadelphia, Certificate, March 1992

Major in Layout and Production Art.

Temple University, Philadelphia, Bachelor of Arts, 1981

Major in Fine Arts; minor in Architecture and Art History. Attended Rome Program autumn semester 1980.

EMPLOYMENT

Self-Employed Graphic & Website Designer, Glenside, PA 2000 - present

I create websites with Wordpress using Elementor and WooCommerce. I also work with other Contact Management Systems (CMS): Squarespace and Drupal when deemed appropriate for the client. Here are examples of sites that I am the webmaster: <https://brodheadwatershed.org> (Wordpress), <https://shop.brodheadwatershed.org> (WooCommerce), <https://www.transferwarecollectorsclub.org> (Drupal), and <https://www.lorettawitt.com> (Dreamweaver). I work in InDesign, Photoshop and Illustrator for graphic work including: logos, brochures, newsletter, letterhead, postcards, books, 40 page journals, signs and graphics for websites. Recently I have been facilitating one hour Zoom lectures for the Transferware Collectors Club, which includes recording and editing videos in Adobe Premier Elements. I also do monthly eNewsletters in Constant Contact. Several of my clients have been with me since 2000 including Eastern PA Bleeding Disorders Foundation, Loretta Witt and the Germantown Historical Society.

Graphic Designer, Energize Inc., Philadelphia, PA 2014 - 2019 (part-time)

Maintained updates for two Drupal websites, designed a book cover, designed monthly eNewsletters in MailChimp and maintained online bookstore.

Graphic Designer, BIOSIS, Philadelphia, PA 1998 - 2000

Graphic design, scanning, photo touch up and mechanicals using graphic programs including; Quark, Photoshop, and Illustrator. Designed ads, newsletter, postcards, flyers, illustrations, brochures, workbook, PowerPoints, signs and a book cover.

Graphic Artist, Apple Vacations, Newtown Square, PA 1997 – 1998

Graphic design, scanning, and mechanical preparations using graphic programs including; Quark, Pagemaker, Photoshop, and Illustrator. Designed newspaper ads, newsletter, postcard, flyers, illustrations and brochure shells.

Graphic Artist, MSA Advertising, Philadelphia, PA 1996

Graphic design, scanning, photo touch up and mechanicals. Worked on brochures, ads, illustrations, photographs and catalogue. Interned September - December 1993 Assisted the art director with various projects.

Framing Manager, Artscape Inc., Philadelphia, PA 1989 – 1992

Responsible for general management and administration of all framing, material ordering, job scheduling and supervision of framing staff. Facilitated the expansion of the corporate business by 300% over three years.

Exhibitions Organizer, Architectural Association, London, England 1984 – 1989

Coordinated all facets of displaying architectural drawings, models, paintings, photographs and furniture, including: exhibition design and gallery layout, supervision of staff numbering to fifteen. I managed a yearly budget and wrote press releases and yearly pamphlets summarizing exhibitions.

CLIENT TESTIMONIALS

Brodhead Watershed, Poconos, PA SINCE 2010

Colleen has been so helpful in building and maintaining Brodhead Watershed Association's website. She is always willing to listen, to help, to figure out what's wrong and to keep working until the website is exactly as we need it to be. Her printable guides to editing the website are so helpful and informative. We have learned a lot from working with Colleen and thank her for her efforts to help our environmental non-profit do good things for the community.

Andrea Higgins, BWA office administrator

Germantown Historical Society, Phila., PA SINCE 2000

At the Germantown Historical Society, Colleen Haley helps us with the layout of our publication, the Germantown Crier, twice a year. She has an easy, no-nonsense and practical approach to the design of the publication, one which always produces a publication we are proud of, and one which our members enjoy receiving. Colleen is always helpful and patient, always having the time to work with us on a moment's notice. We greatly appreciate it!

Alex Bartlett, Librarian, Archivist, Collections Manager

Loretta Witt Philadelphia Realtor, Phila., PA SINCE 2001

The Loretta Witt Homes Team has been fortunate to have Colleen Haley as a resource for all our graphic design needs. She is smart, creative and responsive, and she has been a life-saver when we have needed her services quickly to meet a deadline. Can't recommend her more highly.

Loretta Witt, Realtor

Transferware Collectors Club, PA SINCE 2014

Colleen Haley has partnered with the Transferware Collectors Club to provide very consistent and steadfast technical and creative support since 2014. She has demonstrated incredible flexibility and skills as our website and Zoom administrator. She designs and produces our monthly eNewsletter as well as multiple monthly event invitations for the club's Zoom lectures. She also conducts Zoom rehearsals, skillfully edits and processes all recordings for these events. I don't know what the club would do with out her fine services.

Loren Zeller, TCC Board Member, Worldwide Lecture Series