

Colleen Haley

Graphic & Web Designer

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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. 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.

ACTIVE CLIENT LIST

Freelance designer (see www.chaley.com for portfolio)

Brandywine Hemophilia Foundation, Brandywine Valley, PA SINCE 2013

Designed and webmaster: <http://www.brandywinehemophilia.org> (Dreamweaver)

Brodhead Watershed, Poconos, PA SINCE 2010

Designed and webmaster: <https://brodheadwatershed.org> (Wordpress), <https://shop.brodheadwatershed.org> (WooCommerce)

Germantown Historical Society, Phila., PA SINCE 2000

Designed brochures, invitations, newsletter, 40 page journal "Crier" website: www.germantownhistory.org (Dreamweaver)

Eastern PA Bleeding Disorders Foundation, PA SINCE 2000

Design logos, letterheads, business cards, newsletter, flyers, invitations and brochures.

Keystone Healthcare Advisors, Unionville, PA SINCE 2017

Designed website: <https://khafirm.com> (Wordpress)

Loretta Witt Philadelphia Realtor, Phila., PA SINCE 2001

Design and webmaster: www.lorettawitt.com (Dreamweaver), print ads, brochure, maintain social media: Facebook and Instagram, and create email campaigns.

Ms. Write Stationery, Philadelphia, PA SINCE 2006

Designed website: www.mswritestationery.com (Wordpress)

Philadelphia Areas, Philadelphia, PA SINCE 2010

Designed website: <http://www.phillyareas.org> (Dreamweaver)

Susan Pardys Photographer, PA SINCE 2006

Designed website: www.susanpardysphotography.com (Dreamweaver)

Transferware Collectors Club, PA SINCE 2014

Webmaster: www.transferwarecollectorsclub.org (Drupal), create email campaigns, Zoom Lecture facilitator, edit videos with Adobe Premiere Elements.