



Hayley Lerg
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byhercreative.com
989-513-7892

EDUCATION

2017 • Grand Rapids, MI

Kendall College of Art and Design

Bachelor of Fine Arts in Graphic Design

AWARDS & CERTIFICATIONS

2023 Codecademy HTML/CSS/Github Certification

2022 IDA Silver Award • 2018 Gold ADDY Award

2018 Silver ADDY Award • 2017 Bronze ADDY Award

EXPERIENCE

2022-Present • New York City, NY—Remote

Ralph Lauren — UX/UI Platform Designer

Driving wholesale growth with UX strategies and insights from user analytics. Continuing to showcase the Ralph Lauren brand story with innovative and cohesive digital environments.

Bridging communication gaps with cross-functional teams with varying goals.

2020-2022 • Grand Rapids, MI

DIG: Digital Industry Group — Sr. UX Designer

Identifying and understanding target user needs, tasks, and goals and translating them into concept, strategy and structural design through the methods of research, user flows, journey maps, sitemaps, low fidelity prototypes, high fidelity prototypes, design systems, and ongoing user testing.

2018-2020 • Grand Rapids, MI

Scott Allen Creative — Creative Director

Creating nonprofit brands that inspire donors to give. Leading a creative team to develop logos, brand systems, campaigns, websites, newsletters, publications, social media strategies, billboards, and overall branding strategy.

2018-2020 • Grand Rapids, MI

By:Her Creative — Co-Founder and Creative Director

A side-hustle creative firm dedicated to providing exceptional branding solutions for women entrepreneurs. My responsibilities include providing creative direction and designing identities.

2017-2018 • Grand Rapids, MI

Uccello's Hospitality Group — Brand Manager

Providing art direction and promotional materials for Uccello's Ristorante, Herb and Fire Pizzeria, and Mazzo Cucina D'Italia. Conceptual development and production of integrated campaign efforts.

PROFICIENCY

Adobe Creative Suite, including InDesign, Photoshop, Illustrator, After Effects, and XD • Prototyping tools Figma, UXPin, Sketch and InVision • HTML/CSS & Github • Material and Flutter UI libraries • Microsoft and Google Suites

VOLUNTEER WORK

Assistant Varsity Volleyball Coach for Ottawa Hills High School • Code for Good West Michigan annual volunteer • Kids Food Basket regular volunteer