



HALEY DUFFORD

designer + illustrator

EDUCATION

COLUMBUS COLLEGE OF ART & DESIGN

Bachelor of Fine Arts
Advertising & Graphic Design Major
Copywriting Minor

TOOLBOX

Mac & PC
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe XD
Procreate
Sketch
Photography
Hand Crafting

EXPERTISE

Print Design
Package Design
Illustration
Art Direction
Digital Design
Research, Ideation
Brand Strategy
Copywriting
Social Media
Witty Banter

INVOLVEMENT

CREATIVE MORNINGS

Nonprofit Organization | April 2018 – Present

LPK CITY FLEA

Stationery & Consumer Goods
Spring 2014 – 2018

SOCIETY OF COMMUNICATING ARTS

CSCA Member | Spring 2012 – May 2014

PORTFOLIO: haleyfischer.com

EMAIL: haleydufford@gmail.com

EXPERIENCE

SPICEFIRE, Design Director

CINCINNATI, OHIO | May 2021 – Present

MUNCHKIN, Senior Designer

LOS ANGELES, CA | July 2020 – April 2021

ELUM DESIGNS INC, Senior Designer

SAN DIEGO, OHIO | April 2018 – March 2020

LPK, Designer - Senior Designer

CINCINNATI, OHIO | Oct. 2014 – May 2018

NOISE13, Freelance Designer

SAN FRANCISCO, CALIFORNIA | Jan. 2018 – June 2018

SBC ADVERTISING, Design Intern | Freelance

COLUMBUS, OHIO | June 2013 – May 2014

SUMMERFIELD ADVERTISING, Junior Designer

COLUMBUS, OHIO | Aug. 2012 – May 2013

AWARDS

SILVER, HEALTHCARE AD AWARDS, Total Advertising Campaign

Cincinnati Children's Hospital, THE ONE 2024 | SPICEFIRE

BEST PACKAGING, GRAPHIC DESIGN USA (GDUSA)

American Graphic Design Awards 2021 | MUNCHKIN INC

LOUIE AWARD FINALIST, GREETING CARD ASSOCIATION

Categories, Baby and Birthday Awarded 2020 | ELUM DESIGNS

EDITORS' PICKS & TOP 30, MINTED.COM

2015 – 2020 | San Francisco, California

BEST NEW PRODUCT AWARD, BRANDSPARK

Best Confectionery Packaging Awarded March 2017 | LPK

ADOBE CREATIVE JAM WINNER, ADOBE

1st Place Motion Design Awarded Oct. 2016 | Cincinnati, OH