



Contact

Hayli Kent
hello@haylikent.design

Website

haylikent.design

Awards

SCC Deans List
October 2018–August 2020

Outstanding Student Designer
May 2020

WORK EXPERIENCE

Freelance Graphic Designer / Lincoln, NE

Hayli Kent Design / April 2019–Present

Design and development of comprehensive identity, promotional, corporate, website, and digital products. Working directly with clients from discovery phase to handoff determining scope, timeline(s), and final deliverables.

UX/UI Designer / Cornelius, NC (Remote in Lincoln, NE)

The Molo Group / May 2022–July 2022

Developing user personas and usage scenarios, conducting usability testing, competitive and SWOT analyses, creating sitemaps, user flows, style guides, documentation, wireframes, and prototypes utilizing Figma. Working directly with content creators, marketing leads, and other designers. Developing and maintaining web content through Wordpress and Webflow. Building and upholding style guides across multiple clients.

Web Developer/Designer Project Associate / Lincoln, NE

NEDDS Team w/ University of Nebraska / May 2020–May 2022

Aiding in the development of a LMS for the University of Nebraska's Online High School and a design system documentation website. Providing comprehensive quality assurance involving user experience, design, and functionality testing. Large-scale, complex feature planning including: creating feature outline documents and spreadsheets, conducting audits, identifying design/development dependencies and client dependencies, creating journey maps and wireframes to help navigate features, communicating directly with the client to facilitate hand-off and provide deliverables with detailed documentation.

Graphic Design Intern / Lincoln, NE

Infusionmedia / January 2019–May 2021

Book design: including cover and body using Adobe InDesign and Illustrator, ePublication using PressBooks. Creating and editing content for web use through Wordpress and ePublication retailers. Creating social media graphics.

Marketing Team Lead / Lincoln, NE

Lincoln Escape Room / Nov. 2017–June 2020

Creating promotional graphics for social media platforms and managing client inquiries. Reporting to marketing director, and collaborating with company leadership to identify and execute effective social media content.

EDUCATION

A.A.S. Graphic Design and Media Arts / Lincoln, NE

Southeast Community College

SKILLS

Adobe / CC, InDesign, Photoshop, Illustrator, XD, Acrobat

Web & UX / CMS, Figma, HTML, Handlebars, CSS, SCSS, Github, Foundation, Invision, VSCode, image optimization, accessibility, design systems, documentation

Project Management / Asana, Miro, Toggl, Trello, Notion, Slack, Zoom, Microsoft Apps, Google Workspace, Agile Methodology, SCRUM, Quality Assurance