



Contact

Hayli Kent
hello@haylikent.design

Website

haylikent.design

Awards

SCC Deans List
October 2018–August 2020

Outstanding Student Designer
May 2020

WORK EXPERIENCE

Web Designer/Developer | Lincoln, NE (remote)

Firespring / November 2022–Present

Supporting the St. Baldrick's team as a web designer ensuring designs align with the brand and maintain consistent UX. Focusing on improving accessibility, UX/UI across all web campaigns and components. Collecting requirements from stakeholders and finding strategic ways to improve designs in ways that align with collective goals. Supporting the Wordpress team as a designer and developer, creating new websites for agency clients as well as maintaining existing legacy websites, conducting QA and accessibility testing, and contributing to digital marketing efforts by designing and developing engaging landing pages. Advocating for the importance of good UX/UI design and shared knowledge about best practices with internal teams.

Freelance Graphic Designer | Lincoln, NE

Hayli Kent Graphic Design / April 2019–Present

Designed and developed various identity, promotional, corporate, website, and digital deliverables for clients.

UX/UI Designer | Cornelius, NC (remote)

The Molo Group / May 2022–July 2022

Developed user personas and usage scenarios, conducted usability testing, competitive and SWOT analyses, created sitemaps, user flows, style guides, documentation, wireframes, and prototypes utilizing Figma. Worked directly with content creators, marketing leads, and other designers. Developed and maintained responsive, accessible web content through WordPress and Webflow. Designed and upheld style guides.

Web Designer/Developer | Lincoln, NE

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

Worked agile on a team of designers and backend developers to create a Learning Management System, design system, and documentation website. Handled design, frontend development, and quality assurance. Collaborated with designers and developers to improve processes. Led planning for major features, including project outlining, audits, dependency identification, and 60+ journey maps to aid in handoff.

Graphic Design Intern | Lincoln, NE

Infusionmedia / January 2019–May 2021

Designed book covers and interiors using Adobe InDesign and Illustrator. Formatted ePublications with PressBooks. Edited digital content via WordPress. Scanned and enhanced original artwork and images with Adobe Photoshop for print use. Created social media and website graphics.

Marketing Team Lead | Lincoln, NE

Lincoln Escape Room / Nov. 2017–June 2020

Created graphics, managed client inquiries, collaborated with company leadership to identify and execute effective social media and digital promotions.

EDUCATION

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

Southeast Community College / August 2020

SKILLS

Design Software | Adobe CC, InDesign, Photoshop, Illustrator, XD, Acrobat, Figma, Sketch, Invision

Web Development | Wordpress, Divi, HTML, CSS, SCSS, Github, Foundation, VSCode, content optimization, WCAG/accessibility, design systems, component libraries, documentation

Project Management | Salesforce/Mission Control, Asana, Trello, Notion, Slack, Zoom, Microsoft Apps, Google Workspace, Targetprocess, Agile Methodology and SCRUM, Kanban