

HALEY EBERLY

Design Strategist- Brand, Visual Identity, UX/UI

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SUMMARY

Versatile design leader with a proven ability to bridge the gap between visual execution and business strategy. Partners directly with senior leadership to shape brand direction and visual identity, translating high-level strategy into structured, scalable design systems. Strong collaborator and strategic partner driving impactful, purpose-driven work.

EXPERIENCE

Cherrylake- Lead Graphic Designer, 2024 - Present

- Led development and company-wide rollout of the Cherrylake brand guide, establishing visual standards and a scalable brand system now in use across digital, marketing, and physical touchpoints.
- Collaborating with senior leadership stakeholders and the web development team to execute UX/UI design for Cherrylake's e-commerce website, including design handoff processes and documentation standards.
- Facilitating cross-functional workshops and focus groups, and providing creative guidance, design review, and QA, driving alignment and consistent quality across teams and projects.

Freelance- Visual Identity, UX/UI, and Marketing Design, 2019-2024

- Launched small business visual identities through curated brand development services.
- Led UX research, prototyping, and front-end web design for the Midtown South Community Council website.
- Worked within existing marketing departments and agencies as an integrated partner, executing digital, print, and web design.

Medi-Weightloss- Marketing Designer, 2018-2019

- Designed brand materials, marketing campaign graphics, and food packaging that supported patient engagement and product sales across a network of 100+ franchise partners.
- Partnered with Product Dev. and Medical Affairs to turn complex technical requirements into clear, patient-facing deliverables.

CTS Agency- Graphic Designer, 2015-2018

- Designed web, print and branding deliverables for a wide range of clients, mostly small to mid-sized businesses.
- Managed projects with clients directly to strategize, present, and iterate on designs in a fast paced agency environment.

EDUCATION + SKILLS

Technical Degree in Advertising Design- Marchman Technical College, 2015

Google UX Design Specialization, 2023

Skills: Brand Strategy, Visual Identity Design, UX/UI Design, Design Systems, Cross-functional Collaboration, Workshop Facilitation, Figma, Adobe Creative Suite