

hay, hi  
& hello!

## Hello, my name is **HAILY BARTLETT**

I'm a joyful, curious creative that builds bold colorful designs for brands I love while educating others by running workshops on topics I'm passionate about.

### CONTACT

www.hayhaily.com  
hayhaily.co@gmail.com  
913.240.7548

**Art Director**  
**Educator, Story Teller,**  
**Laughter Enthusiast**



### SKILLS

Adobe Suite CC  
Creative Direction  
Photography  
Video Editing  
Animation  
Website Design  
Logo Design  
Brand Dimension  
Public Speaking

### ACHIEVEMENTS

AAF Joplin:  
Gold (3), Silver (6),  
Judges Choice (2),  
Best of Show  
  
AAF District 9: Silver (2)  
  
SCA International: Silver  
  
Packageinspiration.com:  
Featured Work  
  
Collegiate Media  
Conference:  
All Kansas Award

### PROFESSIONAL EXPERIENCE

#### Brighton Agency

##### **Art Director**

May 2017 – Present

Managed projects from start to finish while thinking strategically to solve client problems and leading creative

#### Washington University in St. Louis

##### **Web Designer & Animator**

August 2016 – May 2017

Designed and created websites for the university along with animations used on multiple platforms

#### blu20

##### **Graphic Designer & Video Editor**

May 2015 – May 2016

Created inventive concepts and designs for clients using print and digital media

#### The Collegio

##### **Art Director & Ad Designer**

August 2013 – December 2015

Lead and managed a full design staff to layout the student newspaper and meet deadlines

### EDUCATION

Pittsburg State University  
Major: Graphic Design  
Minor: Commercial Art  
4 Year Bachelor



PAMPERS - CHILDBIRTH EDUCATION SERIES

Creative Direction • Design • Production • Digital Strategy

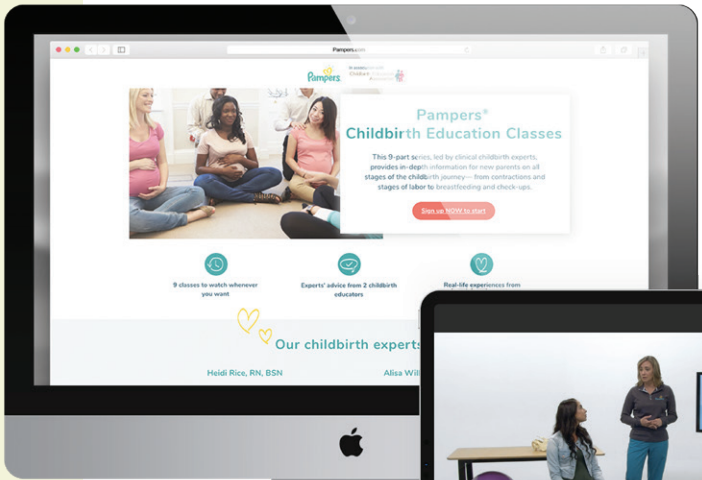
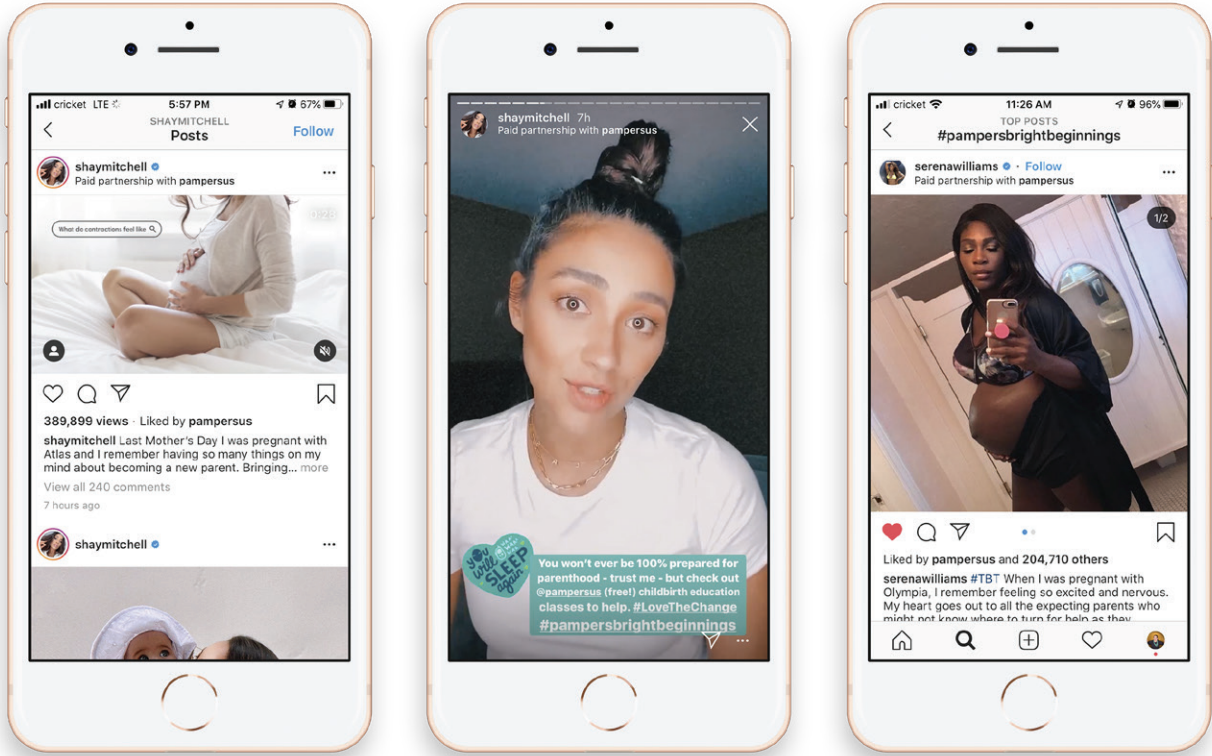


The Pampers Childbirth Education Series started out as a (not so) simple request to provide educational materials for nurses to teach new and expecting parents. This course would act as a base of knowledge to help parents know what to expect through pregnancy and post-pregnancy while also being a one stop resource for nurses who teach these classes within the hospital.

After creating the New Parents' Guide we found that there was a greater need for supplementary videos that nurses and doctors could send to their patients that could not attend traditional childbirth education classes. These videos ended up playing a significant role during the time of COVID-19 and social distancing, especially for this high risk audience.

After the full Childbirth Education Series launched there was an outpouring of support from our influencers, celebrities news outlets and consumers, with many comments encouraging other moms to participate in the online classes offered. The campaign was positively picked up in top-tier lifestyle, entertainment, parenting and news outlets.

Overall the campaign produced over 800M impressions, which resulted in over 500M engagements across multipul platforms.



Watch the trailer here:  
[hayhaily.com/pampers](http://hayhaily.com/pampers)



# WASHINGTON UNIVERSITY - PRESIDENTIAL DEBATE

Creative Direction • Design • Animation

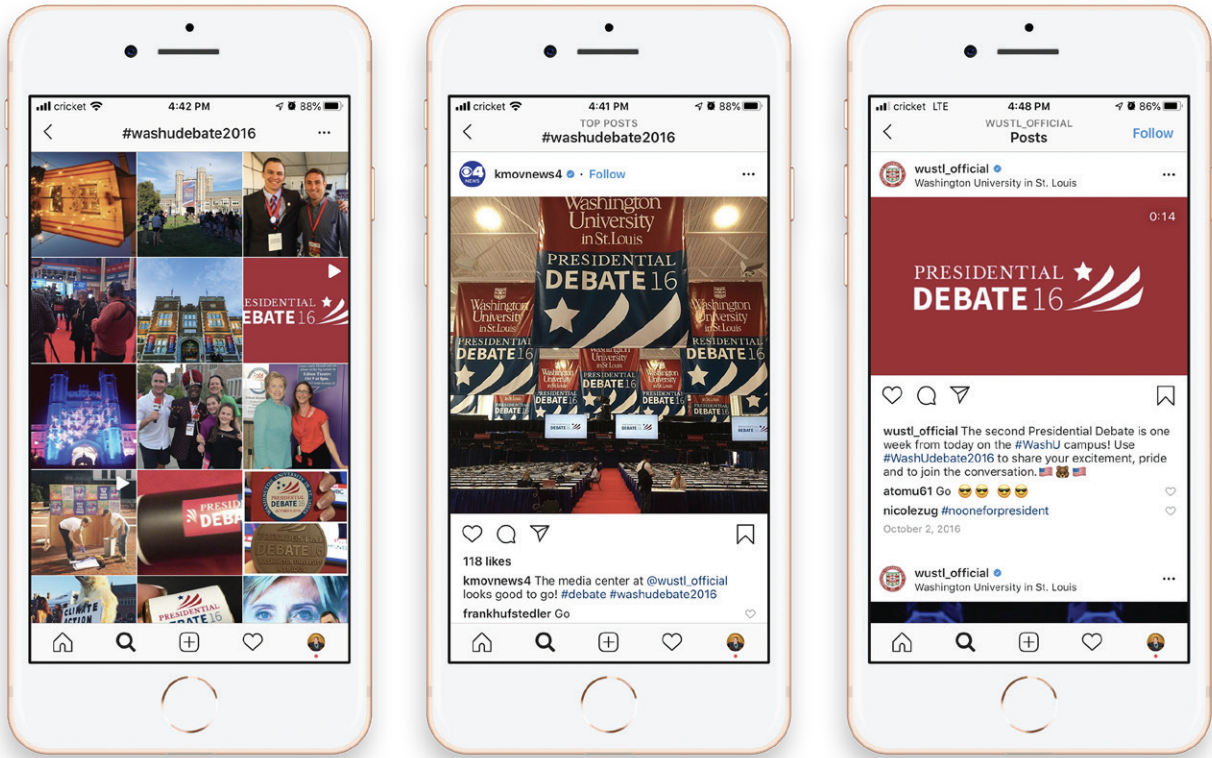


Washington University in St. Louis was chosen to host the second 2016 presidential debate and in need of digital collateral including multiple animations to post and use leading up too and during the event. The animations could be seen on social media, during news coverage and in the media center of the debate hall. The office of public affairs was also tasked with creating other digital and print materials such as website updates, way-finding and email treatments used to identify debate related coverage.

Social media was our primary focus on debate day. From behind-the-scenes photos of Spin Alley to student activities to observations about the debate itself, Twitter and Instagram users made full use of the #WashUdebate2016 hashtag with more than 11,000+ posts before, during and after the debate.

Snapchat also sent two representatives to campus, producing a five-minute “Our Story” segment titled “Debate Day” that included snaps from WashU students as well as comments from media figures and political surrogates. The university also provided Snapchat geofilters that could be used around the debate hall.

Within the two weeks leading up to the debate, WashU’s Facebook page gained more than 2,000 new followers, and reactions, comments, shares and clicks totaled 10,000+. The rate of follower growth on Instagram and Twitter also doubled weeks before the debate.



Watch the video here:  
[hayhaily.com/washingtonuniversity](http://hayhaily.com/washingtonuniversity)





ROYAL CANIN - TAKE YOUR CAT TO THE VET

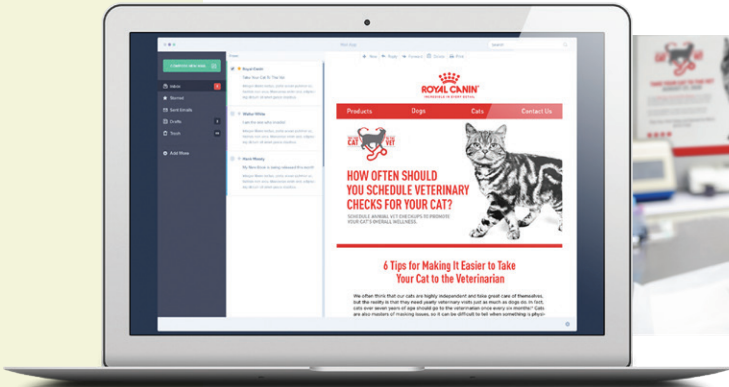
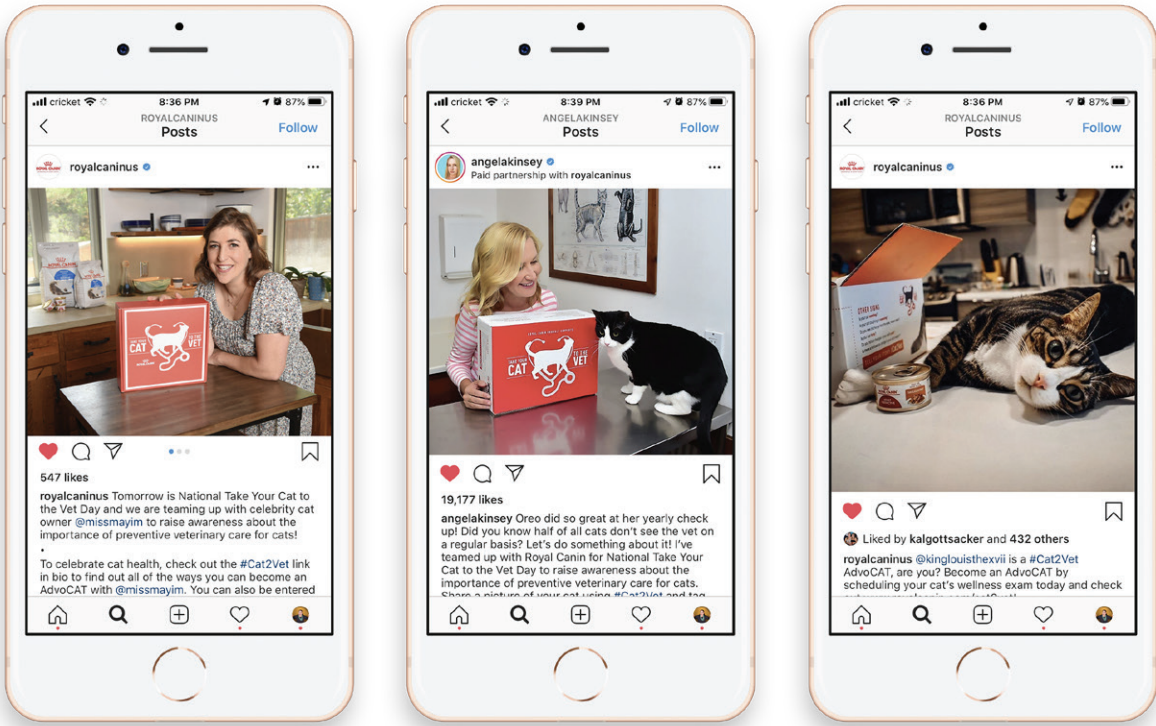
Creative Direction • Design • Production • Brand Identity



Approximately one third of households across the United States own at least one cat, but many of these cats aren't receiving the medical attention they need. Because of this and to further their pet first mission, Royal Canin built a campaign around bringing awareness to how important it is to take your cat to the vet.

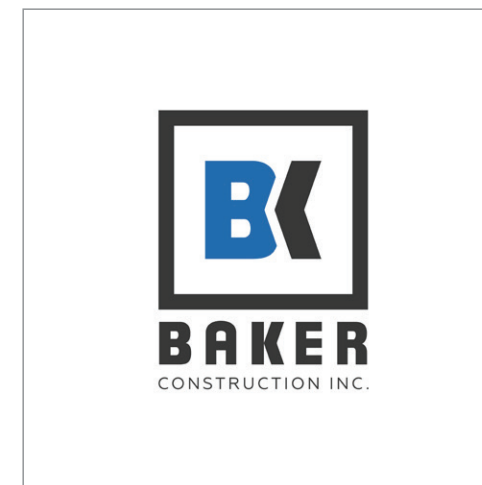
The logo for Take Your Cat To The Vet (TYCTTV) needed to easily convey three things; cats, vets and the love that owners have for their pets. To solve this we created a logo where a friendly cat is front and center, framed by (and interacting with) a heart shaped stethoscope. Once the logo was created we moved on to the collateral that could be used within vets offices, both print and digital.

Joining the brand in urging more attention to preventive veterinary care for cats are 50+ celebrity and veterinary advoCATs, Banfield Pet Hospital, Chewy, PetSmart, the American Association of Feline Practitioners, CATalyst Council, the International Cat Association, the Cat Fanciers' Association, Million Cat Project and more. With all of the support around the event, the hashtag #Cat2Vet was used over 5,000+ times across multiple social platforms gaining 100,000+ engagement. The campaign was also featured by a plethora of news and media outlets such as The Today Show and Cheddar.com. The TYCTTV campaign is an annual event.





Creative Direction • Design • Logo Design





MARS PET CARE - PERFECT PORTIONS

Creative Direction • Design • Video Direction • Board Design



Mars Petcare works to make the world a better place for pets, a world where they're healthy, happy and welcome. Because of this, they're always finding innovative ways to help make feeding your pet easier and less wasteful. Perfect Portions serving trays are an easy way to store, serve and preserve wet food for your cat. We were tasked with creating a video promoting this innovation.

The main goal for this piece was to create a portfolio video that felt like it fit in with current Iams, Nutro, Crave and Sheba executions while continuing to drive equity in established Perfect Portions distinct memory structure. We did this by keeping the snappy, punchy editing, SFX, motion lines, bright vivid backgrounds and the 1-2-3 nature of the messaging. We also wanted to avoid anything brand-specific that limits a portfolio approach and would only highlight one brand or formula.



Watch the video here:  
[hayhaily.com/mars](https://www.hayhaily.com/mars)

FEED  
WITHOUT  
A FORK

OR A  
FRIDGE

PERFECT PORTIONS™

NO MESS

NO LEFTOVERS

NO WASTE

SNAP  
PEEL  
SERVE

PERFECT PORTIONS™

AVAILABLE IN



MEEHAN'S - ALL-PURPOSE SEASONINGS

Creative Direction • Packaging Design • Production • Brand Identity



The Meehan family came to us with an existing brand that needed an update. This update entailed a new take on their old brand identity and new labels for their line of rubs starting with their all purpose rib eye seasoning.

After conducting market research as well as an audit of their current branding, we redesigned their logo in a way that would be versatile enough to work across many products and labels. We also wanted a nod to the family's Irish heritage without it being too overt or distracting. Once the initial branding was complete we created the packaging design while keeping in mind that it had to stand out on shelf.





EUKANUBA - IN-STORE MATERIALS

Creative Direction • Design • Production • Shopper Marketing



Eukanuba is a dog food brand that strives to help fuel a dog's body, mind and energy. Their formulas are scientifically optimized for dogs with different activity levels, ages and sizes. Because of this, we were tasked with creating eye-catching in-store materials to promote the new formula claims and drive customer traffic to Eukanuba dog food in pet retailers.

While creating these in-store materials the customer journey was very important. The idea behind a customer journey is that there are visual cues and purchase points from the moment the customer enters the store, to the point of purchase, to when they leave the store.

After reviewing this journey we created in-store materials that would call attention at these touch points. Starting when they enter the store, customers would see single product case stackers and 4-bag case stackers that all call out specific formula claims. Once the customer finds the Eukanuba dog food aisle, they will be greeted with a shelf talker that promotes our partnerships. Finally, as the customer leaves to check out, they will look down and see a counter mat promoting our new formulas and dog food range.





BYOB\* - BE YOUR OWN BARTENDER

Creative Direction • Design • Production • Brand Identity • Digital Strategy



Be Your Own Bartender (BYOB\*) is a monthly subscription service that sends cocktail recipes and ingredients to your door. This inspires people to take the party into their own hands and gives you the ability to be your own bartender.

BYOB\* needed a logo, custom typeface, digital campaign, promotional photography, printed collateral and packaging.

When creating the packaging and printed materials we wanted to give customers the feeling that this kit was shipped straight to them from the bar and what they would find inside would allow them to bring the bar experience home.

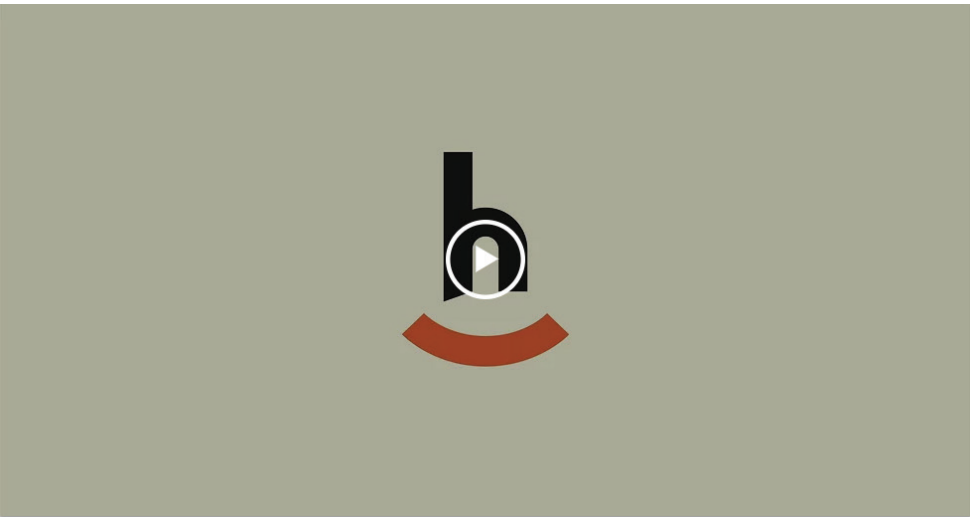
The box included; a welcome card explaining all the things in the box, wood engraved coasters, a glass etched shot glass, a recipe box, one cocktail recipe card, the alcohol to make that recipe and a featured product card. Customers could also purchase the "Bartender's Bar Book" which includes 50 custom recipes and a "Bartender's Tool Kit" that would come with all of the tools necessary to create any cocktail that BYOB\* would send you. All of these things could be purchased on the website which was marketed with a 30 second pre-roll commercial spot and digital ads.



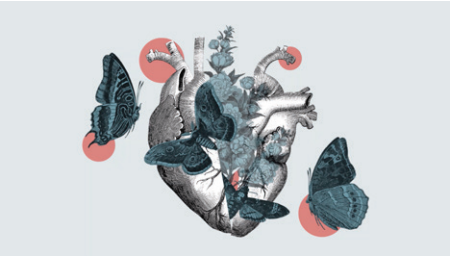


MOTION REEL

Creative Direction • Design • Animation



Watch my motion reel here: [hayhaily.com/motionreel](http://hayhaily.com/motionreel)  
See all these animations in action on Vimeo @hayhaily





PITTSBURG STATE UNIVERSITY - THE COLLEGIO

Creative Direction • Design • Production • Brand Identity • Digital Strategy



The Collegio is a student-run weekly newspaper at Pittsburg State University (PSU) that prides itself on being by students, for students.

The newspaper was in need of a total rebrand including; page layout, logo design, social media and website updates. Being that the newspaper had a long-running history at PSU, it was important to include a recognizable and ownable asset in the redesign. The red "O" was carried over and has ended up being the main asset used and considered when making decisions like updated flags and social media treatments. From there, decisions about type, color, and website design were made.

We then audited the current newspaper design and researching how it stacked up to other collegiate student papers. After our research was complete, we found that the way-finding from section to section needed work and the priority of information in the flag of the paper needed to be thought out.

The business cards, press passes, print advertising, layout guidelines, website and social media were also updated.

