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HMORTENSEN.ILLUSTRATION@GMAIL.COM

PROFILE

- Experience of 7 professional years in the field of illustration, resulting in three published books.
- Responsible and able to plan, organize and manage projects and events.
- Knowledge of design techniques and software manipulation.
- Exceptionally good communication skills and is resourceful, enthusiastic, and optimistic.
- Excellent academic and creative background.

EDUCATION

Cleveland Institute of Art (CIA) Cleveland, Ohio May 2011

Bachelor of Fine Arts (BFA), Illustration

RELATED EXPERIENCE

Haley Mortensen Illustration Chesapeake, VA 2013-Present

Freelance Illustrator/Designer

- Work with clients to develop their ideas from concept stages to final product.
- Projects include book illustration, editorial illustration, character design, product design, vector, pattern design, logos and brand development.
- Selected clients include Vitamix and ShurTech Brands LLC.

Shurtech Brands Llc Avon, Ohio 2012-2013

Creative Marketing Intern- Marketing Designer

- Worked with Duck Tape marketing team to research trends, design displays and graphics, develop Duck Tape Brand crafts, and create mock-ups.
- Designed and illustrated patterns for Printed Duck Brand Duck Tape.

Penca Design Group LTD Painesville, Ohio 2008-2012

Freelance Illustrator

- Subcontract illustration work for HNTB/ODOT
- Developed landmarks and maps showing ODOT's traffic patterns on the I-90 Bridge Project
- Work published in newsletter, mailed to 6,000 Cleveland commuters.
- Work also appears on Facebook, ODOT's web site, and NBC News.
- Graphic design and illustration for AEG, Sharon L. Green & Company LLC, Mentor Public Schools, Laketran, Lake Metroparks, and The Village of Fairport Harbor

Creativity for Kids (Division. of Faber-Castell) Cleveland, Ohio Spring 2009

Freelance Illustrator

- Developed coloring and activity pages as well as cover art for "Busy with Ballet", and "Fabulous Fairy Fantasy" coloring books. Books marketed through Amazon.com

DIGITAL MEDIA

- Hardware Operating Systems • MAC-OS X, and PC
- Acrobat 7.0 • PhotoShop 7 – CS6 • Illustrator CS2 – CS6 • InDesign CS2- CS6
- Microsoft Office (i.e. Microsoft Word, Excel, PowerPoint, etc) • FinalCut Pro • Autodesk Maya
- Flash • Experience using scanner & scanning software • 35 mm and digital camera.

TACTILE MEDIA

- Pencil, ink, marker, acrylic, oil, gouache, colored pencil, watercolor, water color pencil, pastel, charcoal, clay