



WELCOME TO THE RESUMÉ OF HAYLEY MALCHO

WHO IS THIS HAYLEY CHARACTER?

Hayley Malcho here. I'm a Design Director with 20+ years in the Design and Advertising industry. I come fully-stocked with a love for design, organization, team management, and wicked sense of humour. I've enjoyed a wild ride in the industry so far, with no intention of stopping anytime soon.

WHAT ARE HER KEY SKILLS, YOU ASK?

- A** Graphic Design + Design team management
- B** Proficient in Product Design (UX + UI, etc.)
- C** Process-driven, organized planning for Design work and integration with a full agency
- D** Advanced skills in the Adobe Creative Suite, and Figma, and proficient in Adobe Premier and After Effects
- E** Extensive knowledge of AI (artificial intelligence)

FULL-TIME + CONTRACT EXPERIENCE



Date 2025 to 2026
Title Contract Design Director
Clients Pfizer, Sandoz

I work on projects from pitch concepts and execution, website design, IVAs, branding, social ads, digital banners, and HCP / patient-facing communications.



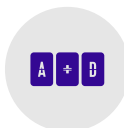
Date 2020 to 2024
Title Design Director, Health
Clients Eli Lilly, Janssen, LEO Pharma, Vertex, EMD Serono, Sanofi

I lead the Design team which included creating project flows, assigning work, managing the Design and Studio teams, and working on design projects.



Date 2019 to 2020
Title Contract Associate Design Director
Clients Biohaven, Eisai Inc., Taiho Oncology

As a contract ADD, I worked on design projects, some from pitch to launch, as well as creating design process, and organization for brands and clients.



Date 2018 to 2019
Title Associate Design Director
Clients Fallsvue Casino, Mills Brands, Skip the Dishes, goeasy

I lead the Design department, working on and overseeing all conceptual work, crafting designs, presenting to client, and working with the Studio.



Date 2016 to 2017
Title Senior Designer / Lead
Clients Waterloo Brewing, Harry Rosen, Freedom Mobile

I lead the rebrand of Waterloo Brewing, including the main brand, packaging, OOH and digital ads, and was the main designer on all Freedom Mobile work.

FULL-TIME + CONTRACT EXPERIENCE



Date 2015 to 2016

Title Senior Designer

Clients Manulife, YMCA, Seneca College

I designed for Seneca College, as well as YMCA and Manulife, creating updated branding, digital assets, as well as print and event design.



Date 2014 to 2015

Title Senior Designer

Clients Telus

I worked with Telus on all design from print ads, headquarter display windows, digital ads and other digital design work.



Date 2012 to 2014

Title Intermediate Designer

Clients Waterloo Brewing, Public Mobile

I designed the rebrand for Waterloo Brewing which was adopted for the full brand footprint. I worked on fleshing out campaigns for the Public Mobile brand.



Date 2011 to 2012

Title Intermediate Designer

Clients KIA Canada

I was the only Designer for Kia in Canada, working on event vehicles designs, campaigns, newspaper ads, digital advertising and auto show displays.



Date 2006 to 2011

Title Art Director + Designer

Clients Labatt, Honda, Acura, Frito-Lay

I worked on the majority of Art Direction and Design projects for Labatt, Honda and Acura, on event designs, packaging, digital ads and website design.

FREELANCE CLIENTS



TEACHING EXPERIENCE

CENTENNIAL COLLEGE

Digital Design
2023 + 2024

Seneca POLYTECHNIC

Layout + Design
2024

EDUCATION



Product Design Certificate, 2026
AI Certificate, 2025
UX Certificate, 2018



Advanced Video Editing + Visual Effects, 2025
Video Editing, 2024
Motion Graphics, 2024



Bachelor of Design, 2001-2005

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