



# WELCOME TO THE RESUMÉ OF HAYLEY MALCHO

## WHO IS THIS HAYLEY CHARACTER?

Hayley Malcho here. I'm a Design Director with 18+ 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 and have no intention of stopping anytime soon.

## WHAT ARE HER KEY SKILLS, YOU ASK?

- A** Graphic Design + Design team management
- B** Process-driven, organized solutions for Design work and integration with a full agency
- C** Advanced skills in the Adobe Creative Suite, Figma and Sketch
- D** Proficient in Adobe Premier and After Effects
- E** Extensive knowledge of AI (artificial intelligence)
- F** Human-centric, college-level teaching

## FULL-TIME EXPERIENCE



**Date** 2020 to 2024

**Title** Design Director, Health

**Clients** Eli Lilly, Janssen, LEO Pharma, Vertex, EMD Serono, Sanofi

I lead the NFA Health Design team which accounts for approximately 80% of the Creative output. The role includes organizing project flows, assigning work based on skill and experience, managing both Design and Studio teams and design as well. I also keep the full Health team of many disciplines up-to-date on the latest industry technologies and trends.

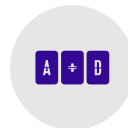


**Date** 2019 to 2020

**Title** Contract Associate Design Director

**Clients** Biohaven, Eisai Inc., Taiho Oncology

As a contract ADD, I focused on Design projects, often from pitch to launch, as well as creating process and organization for US-based Pharma client work, both external and internal-facing. I oversaw junior Designers and Studio artists as well.



**Date** 2018 to 2019

**Title** Associate Design Director

**Clients** Fallsview Casino, Mills Brands, Skip the Dishes, goeasy

This role required oversight of all Design work which meant being present in all briefings, working on all conceptual work, crafting designs, client presentations, and working with the Studio to project completion and launch. I managed Junior Designers, teaching them new skills in Design, including UX.



**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. I was the main designer on all Freedom Mobile work.

## FULL-TIME EXPERIENCE CON'T



**Date** 2015 to 2016

**Title** Senior Designer

**Clients** Manulife, YMCA, Seneca College

I lead the design work on Seneca College's annual student calendar. I worked with the YMCA to create brand guidelines and campaigns, and I also worked with Manulife, creating 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

Under the guidance of Creative Directors, I worked on the majority of Art Direction and Design projects for Labatt, Honda and Acura. This varied from event designs, packaging, digital ads and website design.

## FREELANCE CLIENTS



## TEACHING EXPERIENCE

**CENTENNIAL COLLEGE**

**Digital Design**  
Fall 2023 + 2024

**Seneca POLYTECHNIC**

**Layout + Design**  
Winter 2024

## EDUCATION



**Bachelor of Design**



**BrainStation®**

**UX Certificate**

## GET IN TOUCH



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