WELCOME TO THE RESUMÉ OF HAYLEY MALCHO

WHO IS THIS HAYLEY CHARACTER?

I'm Hayley Malcho and I work as a Design Director with 18+ years in the Design and Advertising industry. I come fully stocked with a wicked sense of humour, a love for design, organization and management. I've enjoyed a wild ride in the industry so far and have no intention of stopping anytime soon. Let's chat!

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 Extensive knowledge of AI

E Human-centric, college-level teaching

FULL-TIME EXPERIENCE

Date: 2020 to present

Title: Design Director, Health

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

I led the NFA Health Design team which accounts for approximately 80% of the Creative output from the Health team. This role includes organizing project flows, assigning work based on team member skills and experience, managing both the Design and Studio teams and doing design itself. I also take on keeping the full Health team of many disciplines up-to-date on the latest industry technologies and trends.
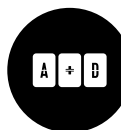

Date: 2019 to 2020

Title: Contract Associate Design Director

Clients: Biohaven, Eisai Inc., Taiho Oncology

As a contract ADD, I focused on long-term Design projects from pitch to launch, as well as creating process and organization for large US-based Pharma client work. I also oversaw junior Designers and Studio Artists, sharing skills to grow their understanding of Design and Art Direction.

Date: 2018 to 2019

Title: Associate Design Director

Clients: Fallsview Casino, Mills Brand Family, Skip the Dishes, easyfinancial, goeasy

This role required oversight of all Design work for the above mentioned clients. This meant being present in all briefings, working on all concept work, crafting the designs, presenting to clients and working with the Studio to project completion and launch. I managed Junior Designers as well, teaching them new skills in Design, including UX and UI.

Date: 2016 to 2017

Title: Senior Designer

Clients: Waterloo Brewing, Harry Rosen, Freedom Mobile

I led the rebrand of Waterloo Brewing, including the main brand, packaging, OOH and digital ads. I was the main Designer on much of the Freedom Mobile work.

FULL-TIME EXPERIENCE CONTINUED

Date: 2015 to 2016
Title: Senior Designer
Clients: Manulife, YMCA, Seneca College

I led the design work on the Seneca College annual student calendar among other projects. I worked with the YMCA to create brand guidelines and campaigns and I 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 their headquarter display windows, print ads, digital ads, campaign concepts and web design.

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 the new campaign 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 everything from designing event vehicles, to campaigns, to newspaper ads, to digital advertising and auto show displays.

Date: 2006 to 2011
Title: Art Director + Designer
Clients: Labatt, Honda, Acura, Frito-Lay

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

FREELANCE CLIENTS

HSBC · DODGE · Sobeys · CANADIAN TIRE

EYERETURN · quickbooks · myx MINDFUL HYDRATION · ENVIRONICS ANALYTICS

MEDCAN · NATIONS FRESHFOODS · GEORGIAN BAY Spirit Co. EST 2013 · MD

TEACHING EXPERIENCE

Seneca POLYTECHNIC
Layout + Design, Full-time, Winter 2024
Original curriculum, on-campus, class of 34

CENTENNIAL COLLEGE
Digital Design, ConEd, Fall 2023
Original curriculum, hybrid, class of 36

EDUCATION

OCAD UNIVERSITY
Bachelor of Design

BrainStation®
UX Certificate

GET IN TOUCH

hayleymalcho.com

hm@hayleymalcho.com

linkedin.com/in/hayleymalcho