

# Hailey Patterson

Chapel Hill, NC 27516

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## Summary

Digital multimedia specialist with expertise in visual content creation, editorial strategy, and cross-platform storytelling. Passionate about leveraging innovative design thinking and emerging technologies to craft engaging, user-centered experiences across print, digital, and motion formats. Skilled in managing creative projects from concept to execution, with a strong eye for narrative, clarity, and brand cohesion

## Skills

- Graphic Design
- User Experience Design
- Web Development
- Search Engine Optimization
- Photography/ Videography
- Media Strategy
- HTML, CSS, and JavaScript
- Social Media Design

## Experience

**Digital Marketing & Design Intern**, 05/2025 — 08/2025

**SCRAM Systems** — Durham, NC

- Produces video and photo content for commercial campaigns, assisting in shoots for targeted regional ads.
- Creates digital ads and motion graphics for social media, boosting engagement across Florida and Colorado markets.
- Designs graphics for web and paid media platforms aligned with brand and product strategy.

**Digital Content and Media Specialist**, 11/2022 — 05/2025

**University of North Carolina at Chapel Hill** — Chapel Hill, NC

- Implemented SEO strategies to enhance online visibility and search rankings for digital content.
- Oversaw design and production of promotional materials, including brand guides and social media posts.
- Customized website appearance and interactivity using WordPress for improved user engagement.

**Multimedia Reporter and Designer**, 08/2022 — 05/2025

**The Daily Tar Heel** — Chapel Hill, NC

- Produced editorial photography covering campus life, sports, and local news; edited images in Lightroom, and wrote AP-style captions.
- Designed print layouts, digital graphics, and motion assets for weekly editions and social media campaigns.
- Collaborated on podcasts and multimedia features, using design and visuals to enhance narrative storytelling.
- Led a team of 30+ designers and photographers; mentored peers on design principles, visual consistency, and editorial standards.

**Multimedia Managing Editor**, 09/2024 — 01/2025

**The Daily Tar Heel** — Chapel Hill, NC

- Directed cohesive visual strategy across print, digital, and social platforms to increase audience engagement.
- Managed production of newsletters, podcasts, and social campaigns, reaching over 80K users.
- Led final copy edits for all stories to ensure clarity and adherence to AP style.
- Created accessible designs, layouts and motion graphics to enhance narrative impacts.

**Graphic and UI/UX Designer/Web Developer**, 09/2023 — 08/2024

**1893 Brand Studio** — Chapel Hill, NC

- Designed and developed UI/UX, graphic design, and branding components for client websites and social media.
- Collaborated with clients and creative teams to deliver cohesive brand campaigns and digital marketing materials.
- Conducted user testing and performance analysis to enhance site functionality and usability.
- Drove measurable improvements in user interaction through SEO strategies.

- Utilized WordPress, HTML, CSS, and JavaScript to code client websites.

**UI/UX and Graphic Designer, Outreach Coordinator** , 08/2023 — 08/2024

**App Team Carolina** — Chapel Hill, NC

- Conducted UX research and usability testing to identify user needs and enhance app functionality.
- Designed high-fidelity prototypes aligned with Apple's Human Interface Guidelines for intuitive mobile interfaces.
- Collaborated with developers and stakeholders to implement design solutions and maintain cohesive branding.

## **Education**

**05/2025 University of North Carolina At Chapel Hill** — Chapel Hill, NC

**Bachelor of Science** Information Science: User Experience Design

**05/2025 UNC-Chapel Hill Hussman School of Journalism** — Chapel Hill, NC

**Bachelor of Arts** Media And Journalism: Interactive Media

## **Activities and Honors**

- UNC Co-Ed Club Volleyball 2023-2025
- UNC Women's Club Team Handball Member 2021-2024
- USA Women's Junior National Handball Team Member 2022