HALEY MASON
GRAPHIC & UX UI DESIGNER

CONTACT

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✉️ haleymsn@gmail.com

📍 Raleigh, NC

EDUCATION

Bachelors Degree in Graphic and Experience Design (BGXD)
North Carolina State University

Major:
UX UI and Graphic Design

Accomplishments:
Put accomplishments here.

August 2020 - May 2026

Associates Degree in Arts (AA)
Mitchell Community College

Major:
Fine Arts

Accomplishments:
Graduated with Honors

August 2017 - May 2022

High School Diploma
Agriculture and Science Early College

Accomplishments:
Graduated with Honors | Valedictorian

August 2017 - May 2022

TECHNICAL SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Figma
- Layout and Composition
- Branding and Marketing
- Illustration
- Web and Print Design
- Editorial/Publication Design
- User Interface Design
- User Experience Design
- Design for Accessibility

SUMMARY

Designer with 2+ years of experience in graphic design, UI design, and UX research using the Adobe creative suite, Figma, and more. Studied at NC State University (NCSU) and graduating with a Bachelors in Graphic and Experience Design (BGXD). Interned at Campus Enterprises as a (Sr.) Graphic Design Assistant for two years at NCSU. Experienced in user research, collaborative UX/UI design, interface and web design, marketing, illustration, and editorial layout across digital and print mediums.

WORK HISTORY AND PROFESSIONAL EXPERIENCE

Sr. Graphic Design Assistant   August 2025 - Current
Campus Enterprises at NCSU   *Raleigh, NC*

As a Sr. Graphic Design Assistant, I take on the same roles as when I was a graphic design assistant, but with the additional responsibility of guiding and teaching incoming design interns in graphic design software and NC State Dining and Bookstore branding and design processes.

AI Assisted Application Design   January 2025 - May 2025
NCSU x SAS Sponsored Project   *Raleigh, NC*

On a partnered project with the leading analytics software company, SAS, my team and I collaborated to design an original B2B application, called Iris, that integrates generative AI to aid in decision making and addresses real business and user needs.

- Collaborated with a multidisciplinary team through all phases of the design process, from concept development to UX research and testing, UI design and interactive prototyping.
- Created and iterated wireframes from low- to high-fidelity, refining design decisions based on user feedback and testing insights.
- Applied design thinking methodologies to align user needs with business objectives and deliver a seamless, user-centered solution.
- Produced a high-fidelity prototype showcasing the product's interface, interactions, and overall user experience flow.

Graphic Design Assistant   June 2024 - August 2025
Campus Enterprises at NCSU   *Raleigh, NC*

At NCSU worked as a graphic designer aiding the marketing and design team at Campus Enterprises in creating graphics and visual displays using Adobe Creative Suite software.

- Designed marketing collateral for NC State Dining, Bookstore, and other campus programs while maintaining adherence to NCSU brand guidelines.
- Produced visual assets including posters, flyers, email graphics, web banners, and social media content for university-wide campaigns.
- Prepared files for both print and digital delivery, ensuring accuracy, quality, and consistency across media.
- Researched design trends and audience insights to inform creative direction.
- Managed project feedback, maintained organized design files, and communicated effectively with clients and team members to meet project goals.

Developing Wayfinding System   Febuary 2023 - May 2023
NCSU x Marbles Kids Museum   *Raleigh, NC*

Through NC State University, I worked with a team of graphic designers to develop a new wayfinding system for the Marbles Kids Museum.

- Designed a new, user-friendly museum map with clear visual hierarchy and improved readability for both children and adults while implementing the Marbles branding system.
- Strategically determined physical placement locations for maps and signage throughout the museum, considering visitor flow, accessibility, and sightlines.
- Redesigned the museum's website layout to integrate the new digital map, ensuring consistency between the physical and digital navigation experiences.
- Conducted user testing with museum visitors and staff to evaluate clarity, usability, and overall effectiveness of the map design.
- Iterated designs based on feedback and usability insights to enhance legibility, color contrast, and visual engagement.
- Utilized Adobe Creative Cloud and Figma to execute design concepts from initial sketches to final deliverables.