



ACHIEVEMENTS

- Magna Cum Laude
- 3.87 Cumulative GPA
- President's List (8 semesters)

SKILLS

- Adobe Suite
 - Proficient in Indesign, Illustrator, Photoshop, XD
 - Working knowledge of After Effects and Premier
- Proficient in Google Suite
- Proficient in Figma
- Proficient in Microsoft Suite
- Working knowledge of Sketchup

PORTFOLIO

hailiebauerdesign.com

EDUCATION

Milwaukee Institute of Art & Design BFA in Communication Design

2019 - 2023

At the Milwaukee Institute of Art & Design, I learned the core principles of art and design, as well as the technical skills of graphic design. I explored many types of design including, but not limited to: identity, publication, information graphics, packaging, and advertising.

COURSE STUDIES

Identity Design Milwaukee Institute of Art & Design

Fall 2021

In Identity Design, I learned the skills of creating a successful brand identity, beginning with logo ideation and creation and developing brand guidelines. From there, I learned how to take those skills and guidelines and apply them to exterior and interior branding, as well as vehicles, uniforms, and other appropriate products.

Communication Design Thesis Milwaukee Institute of Art & Design

Fall 2022 - Spring 2023

Senior Thesis is a year long project that is a culmination all of our studies thus far. For my project I researched skincare and makeup in order to design a resource that gives 11 to 14 year olds age-appropriate how-tos using quality products. Ultimately my research led me to design Blushed, an app with unique features, like AI-style tutorials, to help young individuals learn about the world of skincare/makeup.

EXPERIENCE

Freelance/Intern Taste of Home/Trusted Media Brands, Milwaukee, WI

July - November 2022

As a freelance designer/intern I worked on the content creation of a new style social post, Google Stories. Google Stories are found on the Google Homepage and Discover pages. During my five months, I created 85 webstories with content ranging from "7 budget gift ideas" to "How to Make Broccoli Cheddar Soup".

Intern Crew2, Milwaukee, WI

August 2021- Present

As an intern working in the accounting department, I have learned how to process service provider costs, use critical thinking skills, and expand upon my Microsoft and Excel skills. Additionally, I have worked with the social media manager to explore and make changes to our company's social media presence and identity.