

# Hailey Patterson

Student at the University of North Carolina at Chapel Hill |  
Carolina Covenant Scholar | Digital Content and Media Specialist  
at UNC-Chapel Hill | Photographer at The Daily Tar Heel

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## Skills.

- **Adobe Creative Cloud**  
Photoshop, Illustrator,  
InDesign, After Effects,  
Lightroom Classic, Premier  
Pro
- **Web & App Development**  
HTML, CSS, JavaScript,  
Python, Swift UI, WordPress
- **UI/UX Design**  
Figma, User Research
- **Motion Graphics**
- **Photography**

## Education.

### **B.S. Information Science; B.A. Media & Journalism**

University of North Carolina at Chapel Hill |  
Hussman School of Journalism and Media

### **Istituto Lorenzo de' Medici Global Health**

Mediterranean food, culture and health  
course in Tuscany and Florence.  
Summer 2024

### **Asheville-Buncombe Technical Community College**

Associates of Science  
2017-2021

## Experience.

### **The Daily Tar Heel**

#### **Multimedia Managing Editor: Sept 2024 - Jan. 2025**

- Directed visual strategy across print and digital, increasing audience engagement by 15%.
- Led multimedia teams to deliver high-quality multimedia projects on time and within budget, including podcasts and short documentaries.
- Delivered cohesive, high-impact narratives across all platforms, increasing website traffic by 30%.
- Oversaw production of The Daily Tar Heel newsletters, distributed to 33,700+ readers.

#### **Assistant Design Editor Aug. 2023 - May 2024**

- Designed compelling graphics for major stories, led editorial page layout for all print editions.
- Led and mentored a team of 30+ designers, improving design quality and efficiency.

### **1893 Brand Studio: Sept. 2023 - Aug. 2024** **Designer & Web Developer**

- Collaborated with 7+ clients to create impactful social media ads, branding materials, and campaigns, increasing sales by 40%.
- Designed and developed UI/UX elements and custom websites, boosting website performance and user interaction by 10%.

### **App Team Carolina - Sept. 2023 - Aug. 2024** **Designer & Outreach Coordinator**

- Conducted UX research and designed high-fidelity prototypes for Bubbly (90,000+ users), Cupboard, and Centible, improving app functionality.
- Developed social media strategies and brand guides, driving 20% growth in app downloads and ensuring consistent visual identity across all platforms.

### **UNC Romance Language Department: Nov. 2022 - Current**

#### **Digital Content and Media Specialist**

- Manages all socials, designs posts, updates dept. WordPress website
- Collaborates closely with publication editors to ensure timely distribution of all three yearly publications.

