



HI!!! IM HAYLEY!

HAYLEYGRASSETTI.COM
CIAO@HAYLEYGRASSETTI.COM
+1 413 544 4467
@HAYLEYGRASSETTI

WORK EXPERIENCE

OGILVY & MATHER NEW YORK

ART DIRECTOR | JANUARY 2016 - PRESENT

- Developed global campaigns for Motorola across multiple mediums including TV, print, in store marketing, social + online digital display.
- Collaborated with directors to execute brand television for both the NASCAR Sprint Cup Series + the NASCAR Xfinity Series.
- Developed out of home print for the Citizens Bank + Phillies brand partnership for the Citizens Bank Ballpark in Philadelphia.

CLIENTS: MOTOROLA, NASCAR, CITIZENS BANK + CHEMOURS

JUNIOR ART DIRECTOR | DECEMBER 2013 - JANUARY 2016

- Developed and launched a national campaign for brand awareness of BrokerCheck across multiple mediums including TV, print + online digital display.
- Developed web videos + an app for the digital extension of the 2015 Chase for the NASCAR Sprint Cup brand campaign.
- Collaborated with tumblr to create a unique brand experience for the launch of Wonka Peel-A-Pop in the United States.

CLIENTS: NASCAR, BROKERCHECK, WONKA, AMEX, NATIONWIDE + CITIZENS BANK

CREATIVE INTERN | JUNE 2013 - DECEMBER 2013

- Executed on multiple multi-city out of home print campaigns for Citizens Bank.
- Developed digital creative across global UPS brand segments.
- Developed + tested new product demos for Kimberly-Clark brands. Successfully integrated a new way for product demos to seamlessly work within TV spots.

CLIENTS: UPS, KOTEX, DEPEND, POISE + CITIZENS BANK

FREELANCE

ART DIRECTOR + DESIGNER | 2008 - PRESENT

- Producing fun side projects under my side biz **HAY!** producing a broad range of projects including: branding + art direction for small clients, logo design, making gifs, designing stationery suites, invitations, e-mail templates, web consulting, hand lettering + set design.
- Managing my greeting card business, **HAY!CARDS**- which are handmade little glitter cards! Each card is handmade + are sold on Etsy and by word of mouth!

EDUCATION

FIT

ADVERTISING DESIGN, BFA
AUGUST 2010 - MAY 2012

COMMUNICATION DESIGN, AAS
AUGUST 2008 - MAY 2010

HYPER ISLAND STOCKHOLM

INTERACTIVE ART DIRECTION
AUGUST 2012 - MAY 2013

SKILLS

ART DIRECTION
ADOBE CREATIVE SUITE
HTML5/CSS3
ORGANIZATION!
DRAWING

TYPOGRAPHY
VISUAL CONTINUITY
CARD MAKING
WATERCOLOR PAINTING
DUAL CITIZEN USA + EU

SEWING
DIY-ING
PROTOTYPING
KARAOKE!
YOGA + GYMNASTICS

