

HAILEY A. NELL

Graphic Designer



Portfolio

Contact



301.401.3706



haileynelldesigns.com



Owings Mills, MD

About Me

Multidisciplinary graphic designer blending illustration, motion, and digital design to create engaging visual experiences. Pairs a strong foundation in traditional design with emerging AI-assisted tools to work faster, explore more creative directions, and deliver elevated results across print, web, and interactive media.

Skills and Expertise

- Graphic Design
- Illustration
- Animation
- UI/UX
- Video Editing
- 3D Modeling/Design
- Procreate
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Adobe Premiere
- AI-assisted design (Adobe Firefly)
- Blender/Maya/Unity

Experience

Graphic Designer - Contract

Aug 2024 - Present

T. Rowe Price

- Deliver cohesive, on-brand B2B creative across campaigns, videos, events, and digital content to advance enterprise marketing and retirement plan growth.
- Drive development of 120+ co-branded campaigns, strengthening retirement plan wins for clients including Johnsonville, the Baltimore Orioles, and International Flavors and Fragrances.
- Lead production of promotional videos that elevate finalist presentations and improve prospective-client conversions.
- Oversee design of themed onsite materials for the annual Forum convention, enhancing brand visibility and attendee engagement.
- Created an interactive Financial Wellness infographic that addressed communication pain points and earned recognition from Sales & Marketing partners.

Graphic Designer - Contract

Jul 2022 - Aug 2024

Fannie Mae

- Created visual designs for a variety of mediums, including print, web, and mobile applications.
- Collaborated with clients and project managers to determine design requirements and specifications.
- Developed and presented design concepts and ideas to clients/stakeholders.
- Created designs that aligned with brand standards, project goals, and user needs.
- Created original designs, layouts, and graphics that communicated visually compelling messages to targeted audiences.

Graphic Designer

Sep 2020 - May 2022

ADELE H. STAMP MARKETING | UMD

- Developed compelling print and social media layouts for multiple organizations within the Adele H. Stamp Student Union and the university.
- Ignited interest in various heritage campaigns by creating engaging illustrations, including Adoptee Awareness, Native American Indigenous Heritage, and Pride Month.
- Renewed and revitalized past layouts and designs to better resonate with current audiences.

Education

Bachelor of Studio Art - Graphic Design Concentration

University of Maryland

2018 - 2022

GPA 3.9 | Dean's List

May 2021 | Clarvit Design Scholarship Recipient