

# HAYLEY BURRIS

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INDIANAPOLIS, INDIANA

## PROJECTS AND WORK EXPERIENCE

### Marketing Coordinator

Sports and Entertainment Travel | August 2023 - Present

Developed client websites, executes targeted social media promotions, creates customer-based confirmation emails, and creates business proposal templates to drive digital engagement and provide travel package information for university clients.

### UX Designer, David Letterman Learning Experience

Ball State University | August 2022 - May 2023

Designed immersive augmented reality and interactive touch wall experiences that foster a sense of belonging as part of Ball State's effort to increase student retention and student well-being.

### MK Public Relations Multimedia Assistant

Carmel, IN | January 2022 - July 2022

Crafted and posted social media content, webpages, and contacted news organizations for clients to help improve visibility to their target audience.

## EDUCATION

### Ball State University | 08/21 - 05/23

Master of Arts in Emerging Media Design and Development

Studied UX/UI design and interaction, design thinking, human-computer interaction, and digital storytelling.

### University of Kentucky | 08/2017 - 05/2021

Bachelor of Arts in Print Journalism

Studied print journalism, digital writing, press releases, and visual storytelling. Minored in Photography and Environmental and Sustainability Studies.

## SKILLS

- Web Design
- Social Media
- KPI's
- Business Proposal Creation & Writing
- Branding
- Copy Editing
- Interaction Design
- UX Design
- Wireframing
- Design Thinking
- User Testing

## SOFTWARE

- Microsoft Office
- Adobe Creative Suite
- Figma
- Python
- MailChimp
- WordPress
- WIX
- BlippAR
- Emplifi.io
- Slack
- Axure
- Lens Studio