



Haley Calderaro
Graphic Designer

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haleygraphicdesign.com

Toolbox

Adobe After Effects · Adobe Illustrator ·
Adobe InDesign · Adobe Photoshop ·
Axure RP · HTML · Figma · Microsoft Office

Skills

Brand Identity Development · Copy Editing
Copywriting · Design Principles · Ideation ·
Logo Design · Motion Graphics · Packaging
Design · Typography

Education

B.F.A. Graphic Design
Savannah College of Art and Design

M.F.A. Advertising - Exp. 2026
Savannah College of Art and Design

Awards

SCADDY Award Finalist - 2024
Finalist for SCADDY Award, SCAD's version of the ADDY.

SCAD Mosaic Exhibition - 2023
Work exhibited at SCAD Mosaic, showcasing exceptional student projects.

Professional Experience

Freelance Graphic Designer
Phyllis Browning Co.

February 2025 - Present

Designed graphics and materials for agents and company advertising utilizing their brand guidelines. Materials created range from social posts to print ads and signage.

Summer Seminar Instructor
Savannah College of Art and Design

June - July 2024

Taught high school juniors and seniors about the basics of advertising in a five-day seminar. Created and presented lectures, project briefs, and exercises to further students' knowledge.

Teaching Assistant
Savannah College of Art and Design

January - March 2024

Reviewed student work and gave feedback with the professor to further students' advertising projects. Created and presented lectures on developing concepts and the basics of design to further students' understanding of creating ads.

Lead Graphic Design Intern
Project Underdog

June 2023 - January 2024

Designed and conceptualized the brand visuals in partnership with the company CEO. I worked as the lead graphic designer to develop and build the non-profit brand and website.

Project Manager
Mayo Clinic x SCADpro

January - March 2023

Managed the timeline for a redesigned space for Mayo Clinic, overseeing sixteen other students. I worked as a project manager to create and manage the timeline and designed graphics as needed.

Design Lead
TRANE x SCADpro

September - November 2022

Contributed to designing and developing a dealer experience for TRANE with fifteen other students. I worked as a design lead to create graphics and ensure consistency within the project.

Designer
Sweetener Solutions x SCADpro

January - March 2022

Assisted with designing and creating a craft services brand with six other students. Together we worked to create package designs and graphic assets to further the brand style, advertisements, and marketing.