

# HALEY ARISPE

## DIGITAL MEDIA & MARKETING DESIGNER

### CONTACT

-  (469) - 766 - 2920
-  haleyarispe51169@gmail.com
-  [www.linkedin.com/in/haley-arispe/](http://www.linkedin.com/in/haley-arispe/)
-  Houston, Texas

### SKILLS

AR/VR | Creating Virtual Environments, Research, Interactive Social Media Filters

Graphic Design | UI/UX | Creating 2D Assets | Page Layout | Typography | Logo Design | Graphic Mockups | Wireframing

Personalized Marketing | Building Brand Identities & Campaigns | Budgeting

Photography | Product, Portrait, Street & Sports

Video Production/Editing, Motion Graphics, Animation, Caption Writing

### PROGRAMS

Adobe Suite | Photoshop, InDesign, After Effects, Illustrator, Premiere, Bridge

Meta | Spatial io, Spark io

Microsoft Suite

Ross Xpression Maps

### EDUCATION

**Bachelor of Science** GPA: 3.69

**University of Houston - Cullen College of Engineering**

2020 - 2023

- Major: *Digital Media*
- Minor: *Technology Leadership and Innovation Management*

### ACCOMPLISHMENTS

- Cum Laude, UH
- UH Red Fest: Mastering Composition, 1st Place
- UH Red Fest: Product Photography, 1st Place
- UH Red Fest: Portrait, 1st Place
- UH Red Fest: Street/Candid Photography, 1st Place

### PORTFOLIO

Website:



VR Spatial World:



### PROFILE

Hi! I am a multidisciplinary designer and photographer creating immersive and innovative marketing, digital, and virtual experiences as well as editorial assets. I bring a keen attention to detail and add creativity to provide unique customer solutions related to digital media on all platforms. I am known for driving results, being a great team player, and being a creative cornerstone who constantly and consistently pushes the boundaries of design and marketing.

### EXPERIENCE

#### Marketing and Digital Media Intern

Disney: KTRK ABC13 Television Station | *Houston, TX*

Jan 2023 - Present

- Engage in production meetings to ideate and create promotional content for major tentpole events
- Work alongside the graphics and creatives departments to create Pre Production Screens, Monitors, Maps, OTS's, and NFs for live news broadcasts using Adobe After Effects, Illustrator, and Photoshop. This includes creating AR content and filters for events and social media campaigns
- Created a multi-media marketing campaign focused on community engagement called "For the community, by the community" including creating social media filters, a website, native social media posts, and video production about the campaign
- Filmed, edited, and produced 16 "Back to School" promotions for different schools in the Houston greater area to be included in the linear news broadcast
- Created the opening graphics package including animations, transitions, social media posts, cut-ins for the promotional teaser and covered the event live for the 45th annual pride parade in Houston

#### Production Artist

Fairytale Photography Studio | *Houston, TX*

Mar 2022 - Nov 2022

- Applied expertise in Adobe Creative Cloud software such as Photoshop, InDesign, Bridge, Lightroom, as well as asset management software
- Worked as post production graphic artist to enhance and manipulate images that complied with customer specifications and design
- Collaborated with the team to successfully complete a number of backlogged editing orders estimated to be about 3 months worth of editing completed in under 3 weeks

#### Lead Photographer

Metcalf Fine Art | *Houston, TX*

Mar 2022 - Nov 2022

- Artistically captured editorial imagery and implemented lighting, set design, and model posing, in-studio and on-location to create meaningful artwork
- Created and implemented social media content to boost company engagement and build a positive brand image for the company
- Dividing time between functioning as a photographer as well as an editor, this included a high volume of photo editing estimated to 1000+ photos and 10-12 videos weekly

#### Augmented and Virtual Reality Research Lead

UH Cougar Lab | *Houston, TX*

Dec 2022 - May 2023

- Research, participate and run studies in areas exploring VR and AR. This included a yearlong study exploring how VR can induce empathy towards homelessness
- Created a virtual environment in the Spatial Metaverse to inform and educate people for "UH Population Health"
- Received university partnership and recognition from Crystal Knows for a Vox-style short documentary

#### Public Relations & Social Media Vice President

Gamma Phi Beta | *San Antonio, TX*

Dec 2019 - Aug 2020

- Planned and coordinated live events with outsourced vendors
- Created and managed merchandise designs, social media campaigns, and organizational promotions based on current trends and events
- Participated and coordinated on international public relations for Gamma Phi Beta on behalf of the chapter. This included attending a national event to workshop and coordinate public relations across the entire organization

#### Freelance Photographer

Self-employed | *Houston, TX*

Aug 2015 - Present

- Four years experience of capturing and covering sporting events for local newspaper - Focus Daily News
- Photograph and film a diverse range of personal milestones including graduations, engagements, prom
- Successfully covered the 2019 San Antonio 5K marathon organized by the Chromosome 18 Registry & Research Society