

# Heli Mistry

“Hailey Mystery” | Brand & Systems Designer

## **Design Approach:**

*Designing scalable systems that unlock growth and reduce friction for teams.*

## **Work Experience**

### **Creative Design Manager @ SPS Commerce**

2025 - NOW | 1+ YEAR

- Help lead cross-functional collaboration with marketing, product, and leadership teams to translate complex content into scalable design systems supporting **10+** global offices and **120,000+** customers.
- Developed narrative frameworks explaining AI-powered tools to non-technical users, bridging the gap between emerging technology and real-world adoption. While aligning to brand standards using ChatGPT + Descript.

### **Graphic Designer @ SupplyPike; acquired \$206M**

2022 - 2025 | 3.5 YEARS

- Contributed to a period of rapid product and customer growth that culminated in SupplyPike's **\$206M acquisition**.
- Built scalable design templates and systems used across web, email, paid channels, and product reducing production friction while maintaining brand consistency.
- Led design efforts for SupplierWiki, creating educational resources that help suppliers navigate retail compliance and operations. While scaling to **250,000+** users. Increasing CTR + Engagement over **60%+**.

### **Art Director @ Arkansas Colleges of Health Education**

2020 - 2022 | 2 YEARS

- Designed and implemented scalable design templates supporting **5+** academic programs, enabling consistent brand and communication systems across departments.
- Partnered with production and print partners to ensure design system integrity across digital and physical media, improving turnaround speed, accuracy, and cost friendly.
- Directed creative strategy and production across photography, video, and design.

Additional work available on LinkedIn.

## **Contact + Portfolio**

[helimistry.com](http://helimistry.com)

[helijmistry@gmail.com](mailto:helijmistry@gmail.com)

+1 479 317 3971

## **Skills**

- Design Systems
- Studio Photography
- User Research
- Visual Design
- Information Architecture
- Client Relations

## **Strategy**

- Design Systems
- Growth-Driven
- Content + Narrative Design
- Workflow Optimization
- Cross-Functional Collaboration

## **Tools**

- Figma + Adobe Creative Suite
- Descript Video Editing
- HubSpot Data Analytics
- ClickUp
- Google + Microsoft Suite
- Slack

## **Education**

**BS — Graphic Design @  
University of AR-Fort Smith**

SPRING 2020 GRADUATE

## **ADOBE MAX**

AI Intelligence Certificate

ISSUED 2023