

# Haley Hagle

haley.hagle@gmail.com

404.308.9721

haleyhagle.com

## Senior Brand + Packaging Designer

10+ years of experience creating consumer-facing designs for major retailers including Target, Walmart, and Costco. Proven track record leading cross-functional teams, managing full production pipelines from concept to print-ready files, and delivering brand systems across international markets. Deep expertise in Adobe Creative Suite, 3D rendering, AI-assisted imagery, and regulatory compliance (TTB/FDA).

## EXPERIENCE

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### Senior Packaging Designer | Homedics

Commerce Township, MI | Feb 2025 - Present

- Design packaging for consumer goods — air purifiers, diagnostic tools, massage products, and aroma diffusers — sold at Target, Walmart, Costco, and other major retailers.
- Lead designer on the 2026 Homedics color packaging template redesign, scaling a unified system across multiple product lines and a wide range of box dimensions (infrared thermometers to in-home saunas).
- Produce print-ready die lines for mass production under tight deadlines; advise on specialty finishes, paper stock, cardboard specs, and manufacturing requirements.
- Establish and enforce print guidelines to drive uniformity across international design teams; oversee implementation and provide ongoing feedback.
- Render 3D packaging visuals using Adobe Dimension for sell-in presentations and product detail page (PDP) imagery.
- Generate high-resolution lifestyle photography using AI tools; manage in-house large-format printing.

### Brand & Packaging Designer | Silver Moon Branding & Design

St. Petersburg, Florida & Detroit, MI | Oct 2021 - Present

- Develop brand strategy and packaging concepts for clients in food, beverage, wellness, and hospitality.
- Coordinate with external vendors and production teams to manufacture final packaging.
- Present concepts and strategies to clients and stakeholders through polished, story-driven presentations..

### Creative Director, Senior Graphic Designer | Social Network MD

Marietta, GA | May 2018 - Sep 2021

- Led teams of graphic designers, video editors, social media managers, and web developers.
- Directed comprehensive rebranding initiatives — logo suites, brand boards, and style guidelines — for multiple clients.
- Managed and executed monthly marketing campaigns for 20+ clients across web, email, social, and print channels.
- Spearheaded adoption of a new project management system, automating workflows and improving team efficiency.

### Graphic Designer | MVO Marketing

Roswell, Georgia | Jun 2017 - May 2018

- Managed multi-faceted design projects for 12+ partner companies simultaneously.
- Designed cross-platform marketing campaigns; built and maintained WordPress websites.
- Led rebranding initiatives and mentored junior designers.

### Art Director, Graphic Design Manager, Graphic Designer | Cady Studios

Atlanta, GA | Oct 2014 - Mar 2017

- Oversaw branding projects for 300+ partner schools, orchestrating photoshoots and designing comprehensive brand systems.
- Designed marketing materials across 15 product lines: print, email, social media, web, and mobile.
- Developed UX/UI solutions for customer-centric and e-commerce websites; managed a team of designers.

### Creative Services Designer | Consulate Health Care

Atlanta, GA | Apr 2013 - Oct 2014

- Designed brochures, flyers, corporate branding, web, and digital advertising materials.
- Managed internal animated displays, catalog design, and proofreading processes.

## EDUCATION

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University of West Florida

BA Graphic Design, 2012

Northwest Florida State College

AA Art, 2010