

Hayla Doohen

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Education

University of Nebraska-Lincoln

Bachelor of Journalism and
Mass Communications & Arts

Majors: Advertising and Public
Relations & Graphic Design

Skills

- Figma
- Adobe XD
- Illustrator
- Premiere Pro
- InDesign
- Procreate
- Canva
- HTML & CSS

Awards

American Marketing Association
Lincoln Prism Award 2023

Won for the logo design of Nebraska
Crop Improvement Association

Language

- English (Native)
- Japanese
(Conversational)

Relevant Experience

Kana Systems *Jan. 2023–Present*
Product & Brand Design Intern

- Designed a fully capable brand guide to be used for Business and Product development
- Aided in the design of products for government clients, organizations and Kana System's component library

Jacht Agency *Aug. 2022–May 2023*
Web Designer (Fall 2022), Lead (Spring 2023)

- Worked alongside three client teams in order to enhance web content for the client
- Designed branding and content for two clients with the aid from strategists and executives

Speedway Motors *Jun. 2021–Jan. 2023*
E-Commerce Content Intern

- Created digital content related to products under Speedway Motors such as website banners and online infographics
- Worked with multiple teams across the customer-facing side of the company on website and marketplace design

Additional Experience

Stroll Off 2023 *April 2023*
Committee Head & Designer

- Designed all marketing material for the event with the help of a marketing team
- Lead the committee to present and create an event with over 600+ attendees

Global Cafe *Sep. 2019–Nov. 2019*
Marketing Leader & Designer

- Worked in a team to create an inclusive event
- Organized and designed logo and marketing within a team