



# kai haley

An experienced art director, designer, and strategist committed to creative collaboration, and innovative design solutions. Passionate about understanding human behavior, culture and trends. Dedicated to employing design as a tool for achieving business goals and creating positive social change.

## EDUCATION

### MFA in Design

California College of the Arts  
San Francisco, CA  
May 2008

### BA in Anthropology

Minor: Printmaking  
Vassar College  
Poughkeepsie NY  
May 1994

## AWARDS AND RECOGNITION

Creating Killer Web Sites 2  
Elements of Web Design  
Print's Regional Design Annual  
Print's Digital Design Annual  
Printed Matter: Bound for Glory  
IMG SRC 100 (Japan)

## SOFTWARE EXPERTISE

Adobe After Effects, Adobe InDesign,  
Adobe Illustrator, Adobe Photoshop,  
Cinema 4D, Dreamweaver, Fireworks,  
Flash, MS Word, MS Excel,  
Powerpoint,

## TECHNICAL SKILLS

Proficient in CSS, HTML,  
ActionScripting

## ADDITIONAL SKILLS

Fluent Spanish  
Conversational Italian

## PROFESSIONAL EXPERIENCE

### Senior Visual Designer

Yahoo! Front Page Advertising(Sunnyvale, CA) 07/2004 - Present

- Conceive and design Custom Rich Media Ad placements on the Front Page and mobile devices, working collaboratively with engineers and external advertisers.
- Design and create Seasonal Event Microsites, pioneered social networking integration into these sites. Concept and animate Yahoo! Mastheads to promote events.
- UI design for Front Page app on iPad, Gemini and other tablets, featuring video content.
- Development and UI design of new Front Page advertising products and revenue generation models.
- Create guidelines/documentation for daily production processes, and an Asset Management Tool for company wide User-Experience Design needs.

### Yahoo! Green Team Change Agent

10/2007 - Present

- Collaborate with Green Team members to develop programs and events focused on raising awareness and engaging the Yahoo! community in issues of sustainability.

### Senior Art Director

Applied Biosystems (Foster City, CA)

11/2002 - 02/2004

- Conceived, designed, and produced a brand guidelines corporate extranet to introduce and implement a strategic re-branding initiative.
- Managed the development of an improved online shopping experience, utilizing user experience research to devise an intuitive information architecture.
- Created online materials, landing pages, banners and promotional emails supporting ongoing marketing efforts and product launches. Created flash based tutorials and demos for biotech software applications.

### Art Director/Designer

Freelance Consulting (S.F., CA)

1/2000 – Present

- Art directed, designed, produced and managed complete communications programs including identity systems, business systems and printed collateral including brochures, catalogues, advertisements and direct mail.
- Art directed, designed and produced corporate and consumer websites, Flash banner advertisements, direct-mail email campaigns, and online presentations.

**Clients include:** Charles Schwab, Wells Fargo, Microsoft, Electronic Arts, Change of Seasons Skincare, C&W Frozen Foods, Film Arts Foundation, GENART SF, Magic Theater, Microbia.

### Founding Partner

Ideograf Creative Services (S.F., CA)

9/1995 – 1/2000

- Co-founded an award-winning communication design studio, focused on brand development, corporate identity, collateral and website design.
- Managed and co-created branding programs in a variety of industries delivering cohesive communication solutions across media types.
- Acted as business development and sales lead winning lucrative accounts.

**Clients include:** Bank of America, Broadbase, California State Parks Foundation, Critical Path, Ethos Consulting, JobScience, Livemind, Marino Associates, More.com, Playing 2 Win, Quokka Sports, SOMA Magazine, Virgin, Wells Fargo.

kai@kaihaley.com  
415.637.3397

1052 DE HARO ST.  
SAN FRANCISCO, CA 94107