



MCGRAPPHICS

HALEY MCGRATH

MOTION/GRAPHIC DESIGNER

CONTACT

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PROFILE SUMMARY

Haley is a lifetime artist with formal fine art training in drawing, painting, and sculpture. I went on to develop my skills at SCAD, earning my degree in Graphic/Motion Design while expanding into video work and marketing. Along the way, I've explored immersive media including AR/VR technologies and projection mapping. My work bridges the gap between fine art and technology, exploring originality through a creative lens that pushes boundaries.

EDUCATION

- SCAD 2016 - 2021
 - Motion Media+Graphic Design

SKILLS

- ADOBE CC: AE AI PS ID PR
- CapCut
- Social Media:
 - Instagram Reels/Posts/Stories
 - TikTok
 - Facebook Posts/Stories/Marketplace
 - Meta Business Suite
- Canva
- MadMapper (Projection Mapping)
- Artivive (Augmented Reality)
- Tilt Brush (VR 3D Painting)
- Full Dome Film Experience
- Formal Fine Art Training:
 - Painting, Drawing, Sculpture

EXTRA CURRICULAR

- SCAD Projection Club
- SCAD Virtual Reality Club
- Macon Film Festival
- Digital Graffiti Festival

WORK EXPERIENCE

Top Tier Clean ATL 10/2025 - Present

Marketing and Design

- Developing TTC's full brand identity, including a new logo, website, business cards, merchandise, and print materials. Managing social media content, leading marketing outreach through flyers and local promotion to grow visibility and attract new clients.

ABV Gallery - Atlanta, GA 02/2025 - Present

Gallery Assistant

- Open/close gallery on weekends and handle daily operations.
- Sell art and merchandise, providing a great visitor experience.
- Assist with gallery openings and events, including Dragon Con.

The Action Network (Better Collective) 5/24 TO 11/24

Video Editor and Motion Designer

- Produced engaging long/short form content. Including podcast edits, YouTube Shorts, Instagram posts and Reels, TikToks, and other social media content. Optimized titles, hashtags, and visuals to enhance audience reach and drive engagement.

Sojourn API Intern: 6/20 to 9/20 & Full-Time: 10/22 to 5/24

Graphic Designer / Art Director

- Engaged first as summer intern and then full time. Developed and maintained the company's travel booking platform and customer facing sites (<https://portal.sojournapi.com>), including white label / single sign on (SSO) structure, listing design, and implementation of booking engine. Focused on enhancing the appeal and accessibility of Burke Mountain Resort through a resort rebrand (<https://skiburke.com>), including future marketing strategies, new logo, and comprehensive marketing book to boost visibility and attract visitors.

Harry Freeman & Son (Freeman Lumber) 6/21 to Present

Freelance Graphic Designer

- Collaborate with Freeman Lumber to revitalize their brand identity, including updated logo and new creative to suit diverse branding needs.