

Stephanie Hays

CONTACT

☎ (425) 765-5285
✉ stephanie.n.hays@gmail.com
🐦 @sterphanerhers
🖱️ haysstephanie.com
📌 linkedin.com/in/stephanie-hays

SKILLS

Proficient | Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Methode

Experienced | HTML, CSS, Java, JavaScript, Bootstrap, Typography, Adobe After Effects, Digital Photography, Data Visualization, AP Style, Adobe Premiere Pro

AWARDS & HONORS

First Place, Illustration, Print Division
California News Publishers Association, 2020

First Place, Inside Page Layout & Design, Print Division
California News Publishers Association, 2020

First Place, Informational Graphic, Digital Division
California News Publishers Association, 2020

Award of Excellence, Cover Story/Spread
Society for News Design, 2019

Award of Excellence, Business Cover
Society for News Design, 2019

SND President's Award
Society for News Design, 2017

EDUCATION

Elon University
May 2018 | *summa cum laude*
Bachelor of Arts in Communication Design
Minors in Mathematics and Art

EXPERIENCE

The Seattle Times Seattle, Wash.

Designer | December 2019 – Present

- Designs more than 34 print newspaper pages per week, including A1, nation/world, local news and the weekly features and opinion sections
- Conceptualizes, creates and art directs more than 12 features special sections per year with unique themes and cohesive visual packaging by working with the features editors, illustrators and photo team
- Invites speakers, writes questions and leads monthly Inspiration & Collaboration meetings with 6-20 participants in order to foster innovative visual storytelling and facilitate communication between teams
- Pitches interactive ideas for stories with strong visual potential and then creates those interactives with HTML, CSS and JavaScript
- Redesigned the features section flag, teasers and furniture pages to be more modern, create more flexibility for cover designs and improve the section's pacing

Society for News Design Seattle, Wash.

Communication Committee Chair | March 2021 – Present

- Sets priorities for the organization's communications
- Curates and edits a biweekly newsletter informing SND subscribers about society information, upcoming events, recommended reading and more
- Writes and edits tweets and updates blog posts

SND Digital News Design Competition Seattle, Wash.

Chair of Outreach and Promotion | May 2020 – Present

Committee member | October 2019 – May 2020

- Leads the four-member communications team by setting promotional priorities and assigning roles and tasks
- Writes newsletters, tweets, Instagram posts and other promotional material
- Led the execution of a live social media campaign during the competition, which included Twitter threads, Instagram posts and stories, Facebook posts, a live blog, live updating results and multiple posts on our website
- Coordinated the schedules of 17 global volunteers on four different continents during the competition

Sacramento Business Journal Sacramento, Calif.

Lead Designer | May 2018 – December 2019

- Designed 24-40 print pages of content each week, including A1, business, opinion, infographic and photo pages
- Art directed and created special sections for both print and online, collaborating with the photographer, reporters and editors
- Conceptualized cover designs and corresponding inside layouts to ensure cohesive storytelling
- Translated print designs and graphics to digital platforms, optimizing content for desktop and mobile
- Created graphics and GIFs for social media
- Wrote headlines, decks, fact boxes and display type