

Haley Mitchell

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Education

Cogswell Polytechnical College - San Jose, CA

2018

Bachelor of Arts - Digital Arts & Animation

PIXAR Studios - Animation Collaborative - Emeryville, CA

Bachelor of Arts - Digital Arts & Animation

- 12-week Master class training with Senior Storyboarder Austin Madison.
- 12-week Master class training with Senior Concept Artist Albert Lozano.

Areas of Expertise

UX/UI Visual Design | Story Boarding | Story Development | Character Creation | Graphic Design

Adobe Suite - After Effects, Photoshop, Illustrator, Premiere | Autodesk Maya | Figma / Sketch

Experience

TIBCO Software / Cloud Software Group, Santa Clara, CA

2019 - 2025

UX Visual Designer / Motion Graphics

- Designed user-friendly interfaces prioritizing accessibility and usability, enhancing overall user experience and improving engagement.
- Utilized design library to manage components for consistency across products, maintaining a cohesive visual identity.
- Created responsive layouts ensuring a consistent user experience across various devices, contributing to increased user satisfaction.
- Develop visually appealing graphics including typography, color schemes, and iconography, which enhanced brand recognition.
- Collaborated with cross-functional teams (Developers, Product Managers, Key Stakeholders) to align designs with project goals, leading to timely project completion.
- Skilled in motion graphics and animation creation for marketing campaigns and user interfaces, resulting in improved user interaction and conversation rates.
- Ensured adherence to brand guidelines in all motion graphics and animations, maintained visual consistency.
- Produced detailed storyboards and concepts for motion graphics, ensuring alignment with project objectives and stakeholder expectations.
- Advanced in Adobe After Effects and Premiere Pro for animation and video editing, managing the entire animation process from concept to final edit.
- Developed and implemented a motion graphics library and guidelines for the UX visual design team, improving workflow and quality control.

TIBCO Software, Palo Alto, CA

2018 - 2019

Visual Designer / Motion Graphics Intern

- Demonstrated how motion graphics can significantly benefit UX/UI design, leading to a full-time employment opportunity.
- Studied motion graphics and animation techniques tailored for web design, enhancing the integration of dynamic elements into digital interfaces.
- Delivered a presentation on the IoT (Internet of Things), outlining its potential for efficient future applications and innovations.
- Conducted in-depth research on UX visual design libraries and patterns, gaining insights into best practices and design standards.