

# Andrew Hale

**PHONE:**

(817) 939-2735

**EMAIL:**

hale.adh@gmail.com

**PORTFOLIO:**

<https://andrewhale.design>

*Currently working in Dallas, TX, but ready to relocate.*

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## Summary

I draw on a broad base of skill, experience and creativity to create compelling, human-centered designs. I excel at helping stakeholders understand, articulate, and realize their goals through the design process. I'm on the lookout for growth-oriented opportunities where I can bring my creative, technical, and communication skills to bear.

### Personal Qualities

- Adaptable
- Curious
- Confident
- Collaborative
- Quick Learner
- Rigorous

### Personal Interests

- Camping
- Cooking
- Drums
- Hiking
- Rock Climbing
- Woodworking

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## SKILLS

Audio Recording & Production  
EXPERT

Content Strategy  
COMPETENT

Drawing / Illustration  
PROFICIENT

Graphic Design  
EXPERT

Photography / Videography  
PROFICIENT

Video Editing & Post-production  
EXPERT

Web Design/Development  
PROFICIENT

## TOOLING

Adobe Creative Software  
EXPERT

Apple Creative Software  
EXPERT

Sketch  
COMPETENT

Web Frontend: HTML5, CSS3, JS  
PROFICIENT

Web Backend: Bash, MySQL, PHP  
PROFICIENT

Web Pipeline: Git, Gulp, Webpack  
COMPETENT

CMS: Wordpress, Craft, Drupal  
PROFICIENT

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## PROFESSIONAL EXPERIENCE

### Principal Designer

**This Animus** • May 2015 - Present

- Collaborated one-on-one with clients to realize their design needs using novel web technologies including flat-file CMS, PJAX page loading, CSS grid, and lightweight, framework-free design/dev.
- Regularly achieved Google PSI scores of 90 and above through rigorous performance optimization.

### Design Director

**Countryside Bible Church** • September 2013 - July 2019

- Clarified public-facing content for 60 separate ministries of a 2000-member church by designing and sustaining a unified promotion strategy.
- Raised awareness of ministries and events through creation of visual identities including logos, motion graphics, brochures, etc.
- Boosted audience engagement by producing and cross-promoting scripted and candid video content.
- Increased weekly web traffic 600% through design, development, and optimization of a new primary website.
- Unified serial content distribution by writing/documenting an API accessible to web, app, social, and IoT platforms.
- Researched, identified, configured, and implemented a new website CMS, providing stakeholders unprecedented access and control over their content.

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## EDUCATION

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### Bachelor of Science - Architecture

University of Texas at Arlington • 2008 - 2013 - 3.392 GPA

Rigorous design education including study in material sciences, sociology, psychology, history, art, and religion. Special emphasis on justification of design decisions via peer, and professional review.

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### High School

Faith Christian School - Grapevine, TX • Class of 2008 - 3.87 GPA

Multi-sport athlete, contributing to state titles in cross country, track, and swimming. Finalist in state fine arts competition and lead performer in musical theatre.

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## VOLUNTEER AND COMMUNITY

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### Sound Engineer

Countryside Bible Church • June 2008 - Present

Front-of-house and control room sound engineering of weekly live events for a 1,200-seat auditorium. Experience producing orchestral, choral, vocal ensemble, instrumental ensemble, and pop/rock. Experience with stage-setup, mic placement, mixing, digital multitrack recording, and DAW control.

Helped design and implement redundant, 64-channel digital recording and playback system for live venue, and control room.

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### Awana Club Leader

September 2002 - Present

Served as club director for an Awana Sparks club (children ages 5-7 years). Managed and directed 25-35 volunteers, coordinated with church leadership, saw the weekly club attendance grow from 45 children attending weekly in 2008 to 90 children in 2013. Currently serve as grade director, game director, and have trained 2 club directors.