

Alexa Hayes

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I'm more than a fearless, bold designer with a blindingly fast turnaround time — I'm also a strategist and branding expert who approaches every project with curiosity, deep listening, and a thorough understanding of the big picture.

RECENT EXPERIENCE

Freelance Designer and Communications Strategist 2025 – present

- Enthusiastically partners with nonprofit and social impact clients on design and communications projects to expand capacity, elevate brands, engage audiences, and increase meaningful conversions.

Senior Graphic Designer (Contract) *U.S. House of Representatives, CAO* 2023 – 2025

- Autonomously managed dozens of concurrent projects for nine Chief Administrative Officer business units, from concept to completion, and approached work relationships with honesty, transparency, and integrity.
- Seamlessly collaborated with stakeholders to ensure alignment, explored multiple directions, efficiently incorporated feedback, responded to evolving briefs and pivoted when needed, and advocated for design decisions with confidence and clarity. Possessing excellent attention to detail, provided oversight for copyeditors and junior designers, offering timely constructive feedback.
- Established a stellar reputation built on fast turnaround times, an enthusiasm for “impossible” projects, and setting a new standard for design quality on the House campus.

Manager, Digital Content *Woolf Strategy* 2022 – 2023

- Quickly earned recognition for design and branding expertise and became Creative Lead for the team, providing input on design strategy and offering design support for all client agency projects.
- Effortlessly managed a strategic communications portfolio of five clients at a time, specializing in brand elevation, social media content, user-first web design, and fundraising campaigns.

Social Media Specialist (Contract) *National Education Association* 2021 – 2022

- Provided extensive graphic design and video editing services for social media, special events and presentations, email programs, five figure ad campaigns, and a new phone app.
- Planned, generated, edited, and scheduled social posts across five accounts on three platforms for audiences of 40,000+.

EDUCATION

Master of Professional Studies, PR & Corporate Communications, *Georgetown University*, 2021

Bachelor of Arts with High Honors, Art History & Religion, *Emory University*, 2010