DAVID HAKALA

MARKETING AND UX DESIGN

CONTACT

815-715-8681
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www.middlelanedesigns.com

SKILLS
UX/UI research
Mockup Design
Collaboration
Communication
Product Design
Strategic thinking

EDUCATION
Columbia College Chicago
2016-2020
B.A. Animation & Illustration

ACHIEVEMENTS
2023- *Google certification project*-
movie ticket app
Roles- User Research, Product
Research, Designer, Product
marketing

2020- *Manifest Film Festival*- one of
two animations shown in the festival

2019- *Story Reel Showcase Finalist*-
Won most original animatic for my
condom commercial I wrote and
designed and nominated for best
advertisement.

OBJECTIVE

Creative professional with a diverse skill set including graphic design, Meta Pixel, and product and consumer research. These skills have given me insights into modern marketing strategies and digital campaigns. I have a proven track record of working with clients and managing projects effectively. I can leverage my skill set and experience to give a fresh insight and a keen eye for detail to future clients.

EXPERIENCE

Graphic Designer- Middle Lane Designs
2015- Present
Incorporated marketing principles such as branding, promotion, and price to help design advertisements.
Collaborate with clients to help enhance their brand through product and logo design.
Worked on multiple projects simultaneously while focusing on deadlines and client satisfaction

Inventory Management- UNFI
2024- Present
Analyze sale trends and work with buyers to make informed purchasing decisions and promotional strategies.
Work with a team to maintain accurate inventory records, optimize stock levels, and reduce waste.

Team Lead Inventory- Grainger
2021-2023
Implemented ideas to help streamline everyday tasks by brainstorming with my team.
Analyzed data and team skills to determine weekly work to satisfy customer and business needs.
Organized reports including shorts, overages, and vendor payouts for the month