

elle haberer

graphic designer

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Graphic Designer with experience across print and digital production, including trade show materials, catalog redesign, client menus, and brand identity work. Currently expanding my scope following McAneny Brothers' acquisition by The H.T. Hackney Co., with growing involvement in corporate marketing initiatives. My decade in retail leadership sharpened instincts that most designers don't have: how to read a room, manage competing priorities, and communicate across teams.

education

2024 | California Institute of the Arts
Graphic Design Certificate

2024 | Google Career Certificates
UX Design Certificate

skills

Creative

Graphic Design
Print Production
Brand Identity
Logo Design
Layout Design
Typography
Color Theory
Image Editing
Web Design
UX/UI Design
Concept Development

Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Wix
Wordpress (Elementor)
Figma
Canva

Soft

Client Communication
Market Research
Project Management
Problem Solving
Attention to Detail
Collaboration
Time Management
Organization

experience

Feb. 2025 - Present | McAneny Brothers Inc. (Aquired by H.T. Hackney in Jan. 2026)

Graphic Designer

- Design and produce a wide range of assets for internal corporate projects and outside food service customers including sales flyers, catalogs, posters, banners, and digital materials.
- Manage client menu programs for multiple accounts, delivering updated pricing and item changes 2-3 times per month with accuracy and quick turnaround.
- Led a menu redesign for a food service client which included rebuilding the existing menu from scratch, extending the design to large format print, and creating a promotional flyer for their sub and sandwich tray offerings.
- Currently developing a new logo, brand identity, and full restaurant menu for an independent food service client launching their own brand.
- Designed the logo, graphics, and all print and digital production for the 2025 McAneny Fall Trade Show.
- Completed a full redesign of the company's food service catalogs, collaborating with the Food Service Director and sales team to ensure product accuracy and a layout experience built around the customer.
- Ensures all work adheres to corporate and vendor brand standards; maintains production templates, asset libraries, and file organization systems.
- Building relationships with The H.T. Hackney Co. corporate marketing team, including a visit to company headquarters and attendance at a Hackney expo.

2008 - 2024 | Hollister Co.

Store Manager

- Promoted from Sales Associate to Assistant Manager in 2015, then to Store Manager within six months – managing three different locations across a 9-year tenure.
- Grew total sales at the Altoona location an average of 5% year over year, scaling the store to \$2.5M in annual revenue over seven years.
- Developed visual merchandising instincts through years of hands-on display work – including A/B testing layouts, analyzing customer response, and refining displays based on sales and traffic data.
- Analyzed sales, traffic, KPIs, and inventory data to forecast demand, set goals, and drive merchandising decisions.
- Designed a visual training tool using side-by-side display comparisons to help associates identify and correct merchandising errors – reducing planogram sets and nightly display cleanup time by nearly 40%.
- Created a structured walkthrough guide for managers, organizing store performance, top-selling merchandise, and operational goals into a clear, navigable format adopted across multiple locations.
- Developed instructional guides and reference materials for register training and floor supervision, including a store layout map with directional stopping points and task keys.
- Hired, trained, and mentored store teams; developed staff at every level with a focus on long-term growth.