

HALEY SUZANNE STONE

DETROIT, MI | haleysuzannestone@gmail.com | haleysstone.com

EXPERIENCE

MCCANN DETROIT

Conceptualized and produced video, print, and OLA and participated in new business pitches. Clients included GM, Bissell, Shoe Carnival, Lockheed Martin, and Beautyrest.

SENIOR ART DIRECTOR
March 2023 — February 2024

TABLE

Conceptualized the first-ever 360 brand launch campaign for workwear brand Red Kap.

SENIOR ART DIRECTOR
September 2022 — February 2023

COMMONWEALTH//MCCANN

Conceptualized and produced national broadcast spots for Chevrolet as well as work across print, OOH, social, digital, and special projects like stunts and activations. Created design and illustration work for the Motown Museum and Live Nation.

SENIOR ART DIRECTOR
April 2022 — September 2022

ART DIRECTOR
June 2018 — April 2022

JUNIOR ART DIRECTOR
August 2016 — June 2018

DONER ADVERTISING

Created video, print, OLA, OOH across a wide variety of clients including FCA (Stellantis), Manhiem, Autozone, Pet Supplies Plus, The UPS Store, and JBL.

JUNIOR ART DIRECTOR
January 2014 — August 2016

ART DIRECTION INTERN
May 2013 — January 2014

GOODBY, SILVERSTEIN & PARTNERS — Detroit

Assisted the Talent Director with project assignment and workload management, helped set up interviews, and managed the CCO's calendar while taking on various print, OOH, and OLA projects for Chevrolet.

CREATIVE COORDINATOR /
ART DIRECTION INTERN
October 2012 — February 2013

ACCOLADES

BLACK D Creative Use of Media
2021 D Show (Adcraft)
COMMEMORATIVE C8.R POSTERS
SCREEN PRINTED WITH RACE-USED MOTOR OIL

SILVER D Print
2021 D Show (Adcraft)
COVID-19 PSA POSTERS

SILVER D PSA
2021 D Show (Adcraft)
COVID-19 PSA POSTERS

2019 Cannes Lions See It Be It Nominee

EDUCATION

College for Creative Studies, Detroit, Michigan
BFA Illustration, minor in Graphic Design

PERSONAL CLIENTELE

lululemon *VIA PLAYGROUND DETROIT*
Belt Publishing
1xRun
Metro Detroit Integrated Systems

PRO BONO PUBLICO

InsideOut Literary Arts Project
Last Day Dog Rescue