

MARK HAYDEN

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ABOUT ME

Experienced and passionate graphic designer with over a decade of expertise delivering exceptional creative solutions that consistently exceed client expectations. Adept at conceptualizing design visions, managing projects from inception to completion, and fostering collaborative client relationships to translate ideas into compelling visual experiences. Skilled in both print and digital media, utilizing photography and video tools to achieve impactful design outcomes.

EDUCATION

University of South Florida
Bachelor of Fine Arts,
Photography & Digital Design

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, After Effects), Canva, Microsoft Office, AI Integration, Audio & Video Production
- Attention to detail, design principles, layout, typography and color theory,
- Photography & Videography
- Web & print design knowledge
- Communication and collaboration
- Project management and deadline adherence

EXPERIENCE

Freelance

01/2019 - Current

- Engage in collaborative discussions with diverse clients to assess their needs and preferences, exploring available options while prioritizing efficient strategies to achieve desired objectives effectively.
- Craft bespoke design projects for clients, utilizing advanced graphic design tools to achieve tailored solutions.
- Deliver exceptional design solutions across various platforms, including motion graphics, to enhance brand presence and driving significant engagement through tailored marketing materials.

Print Specialist, Xerox

01/2019 - 11/2021

- Efficiently secured certification for adopting advanced printing systems, enhancing print quality.
- Conducted comprehensive training sessions for new employees, ensuring efficient and accurate printer operation.
- Managed and loaded production job settings into workstation terminals to streamline and optimize the printing process.

Graphic Artist & Product Designer, Hat Shark

2015 - 2019

- Designed and introduced new products to the business' online sales platforms, creating additional revenue with minimal cost
- Tracked industry trends to design and create new products that boosted online sales, getting the business into the top 2% of Amazon retailers.
- Introduced marketing campaigns, studying results, refining strategies to make them effective at boosting and increased online business traffic.

Graphic Designer, Jon English Hairspa & Studio

2007 - 2015

- Adeptly advanced from a customer service specialist to lead the Art Department with a steadfast commitment to business success.
- Pioneered substantial growth for the salon through effective online strategies and promotional campaigns achieving a remarkable threefold increase in new customer retention.
- Generated exceptional marketing assets for web and print, pivotal in earning recognition as the salon "Top Salon" by Twin Cities Monthly Magazine three times from 2009 to 2015 and gaining recognition in national beauty industry publications.
- Successfully orchestrated the branding and marketing materials for the launch of the Bloody Gorgeous® Hair Care product line, resulting in a remarkable revenue increase of over 200% within two years from product sales.