

MIKE HAYDEN

SR. GRAPHIC DESIGNER / ART DIRECTOR

☎ 303 250 4464
✉ mike@mikehayden.com
🌐 mikehayden.com

SKILLS

Creative Leadership and Art Direction
Graphic Design
Illustration
Brand Strategy and Development
Digital Marketing and Campaigns
Experiential Design
Logo Design
UI / UX Design
Storytelling / Storyboarding
Typography / Iconography
Multimedia and Motion Graphics
Email Design and Marketing Automation
Mobile-First HTML and CSS
Adobe CC 2020

EDUCATION

**Bachelor of Science, BS
Graphic Design and Multimedia**

Colorado Institute of Art

KEY PROJECTS

Art Direction of Corporate Rebrand
Multi-Channel Campaign Design

PROFILE

12+ years experience providing art direction, developing brand architecture, and executing creative brand systems within the B2B, SaaS market space for technology brands. Creative leader, strong communicator, and dynamic presenter with ability to articulate ideas clearly, direct multi-disciplinary teams in elevating design through best in class execution, and perform under tight deadlines and unexpected changes in direction and priorities.

EXPERIENCE

Senior Graphic Designer and Art Director
2007 — 2019

Market Leader Trulia Inc. Zillow Group Constellation Software Inc.

Strengthened brand and in-product marketing design library. Collaborated with copywriters, designers, junior graphic designers and production artists to generate bright ideas and concepts that aligned with brand guidelines, marketing initiatives, and target audience. Designed and updated brand identities, websites, emails, landing pages, ads, content, direct mail, experiential displays, tradeshow booths, billboards, large scale signage, and more. Conducted quality assurance to ensure communications remained on-brand. Updated and expanded on company brand guidelines and documentation, and established a templated system for digital B2B communications.

KEY ACHIEVEMENTS

- Promoted to Senior Graphic Designer in 2010 after demonstrating advanced leadership abilities and innovative ideas.
- Selected by leadership to own the art direction of subsidiary companies' brand and product identity updates, in-product UX/UI, and standards documentation.
- Initiated & art directed comprehensive company rebrand including design guidelines, logo, tag, iconography, mobile-first coded templates, and more.