

# DEBBIE HAYWARD

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## CAREER SUMMARY

Passionate, senior designer with 20+ years experience marketing user-centered design and omni-channel sales initiatives for a variety of consumer goods, digital touch-points, and business expansion programs. Multi-faceted skill set in both print and digital media, proficient writer, editor, and corporate communications contributor. Knowledgeable, motivated team player, quick to learn, adaptable, and accustomed to wearing many hats with the capacity to work alone and with collaborators at all levels.

## SKILLS

**Hardware:** Cross-platform Apple and Windows Operating Systems;

**Software:** Adobe Creative Cloud & Microsoft Office Products;

**Administrative:** Agile Methodology, Iterative Processes, Process Alignment Best Practices, Project Management, Planning, Budgeting, Scheduling, Record Keeping, Expense Reporting, Organized Filing, Archiving, Training, Performance Assessment;

**Creative:** User-centered Design Principles, Emerging Technologies Rapid Prototyping, Innovative Conceptual Development, Video Scripting and Production, Storyboarding, Illustration, Composition, Color Theory, Branding, Corporate Identity, Wholesale & Retail Marketing Strategies, Visual Presentation;

**Digital Media:** Information Architecture, User Experience Optimization, Mobile Applications Development, Complete Website Makeovers & Rebuilds, WordPress Customization, User Interface Design, Ecommerce, Social Media Marketing, Training Webinars, HTML5, CSS3, CMS, RWD;

**Print Media:** Direct Mail, Presentations, Catalogs, Magazines, Packaging, Press Kits, Sales Sheets, Announcements, Brochures, Manuals, Price Lists, Mechanical Rendering, Instructional Materials;

**Imaging:** Photography, Video, Staging, Lighting, Digital Image Manipulation, Color Correction, Repair;

**Writing:** Technical Writing, Proposals, Press Releases, Copywriting, Editing, Dialogue Scripting

## WORK EXPERIENCE

**Contractor Senior Designer, AT&T Digital Platform & LabWorx, Richardson, TX 3/16 – 3/17**

- Contributed to innovation prototyping team to market emerging technologies within the myAT&T app
- Collaborated with project managers, software developers, and architects, to curate support graphics
- Refined mock-ups and flows to address client needs, roadblocks, and deliver timely solutions
- Designed responsive HTML emails published to over 20,000 business clients and stakeholders
- Defined integration processes and operations planning for team expansion and new retail lab space
- Prepared marketing materials and videos to illustrate features, benefits, and advanced capabilities
- Edited script, recorded voice-overs, and edited audio with video footage and motion graphics

**Graphic Designer / Technical Writer, Aerus Holdings, LLC, Dallas, TX 10/14 – 1/16**

- Designed corporate presentations for multiple executive programs, reports, and global expansion
- Created content and design for new products, support materials, packaging, and promotions
- Orchestrated redesign and overhaul of company websites and all product support collateral
- Restructured and launched internal business tools and resources communications websites
- Conducted live website demonstrations and training at the company's annual owners meeting

**Graphics & Marketing Coordinator, Sy Kessler Sales, Inc., Dallas, TX 6/06 – 9/14**

- Coordinated design and production of materials supporting both internal and external sales groups
- Redesigned company website and formulated methods to boost sales initiatives and conversion
- Tracked details of all creative department projects, production hours, invoicing, and expenses
- Prepared expense reports for advertising cooperatives and reimbursement purposes
- Wrote business letters, ad copy, press releases, product descriptions, and instruction manuals

**Freelance Designer, Dallas, TX 1/00 – 6/14**

- Build customized websites from start to finish utilizing intelligent style and call-to-action features
- Consult clients regarding goals and offer various methods of design technique and execution
- Teach interested parties how to maintain, use, and promote their new websites
- Bid on jobs and estimate deadlines working closely with vendors
- Manage materials, layout design, pre-press, and print production of multi-page publications

**EDUCATION**

**Web Design Certified** – Continuing Education Program

*Richland Community College, Dallas, TX 2007*

**Associate of Applied Arts Degree** – Visual Communications (Advertising & Graphic Design)

*The Art Institute of Dallas, Dallas, TX 1998, Received Best Graphic Design Portfolio Award*