



Nathan Hayward

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EXECUTIVE SUMMARY

Extensive experience in corporate identity, marketing, and production. Highly skilled in developing design solutions while adhering to budget, and deadlines. Proficient in web authoring, file management, and file transmission. Effective at working with others to achieve company goals.

TECHNICAL

- | | |
|---------------|-----------------|
| · Illustrator | · After Effects |
| · InDesign | · Animate |
| · Dreamweaver | · Word |
| · HTML/CSS | · Excel |
| · WordPress | · PowerPoint |
| · CMS | · Acrobat |
| · Photoshop | · iMovie |

PROFESSIONAL EXPERIENCE

Vivid Edge, New Bedford, MA **Senior Designer, Founder**

2006 - Present

- **Veterans Transition House: New Bedford, MA;** Conversion and redesign of website to comply with modern mobile standards. Implementation of interactive forms to further company outreach. Maintain updates, with original graphics and content.
- **Frank Gerard Services: Bernardsville, NJ;** Conception, branding, and development of website. Conforms to modern browser and mobile standards. Maintain updates, with original graphics and content.
- **Be Like Water Marine: New Bedford, MA;** Development of logo from client sketches to use for t-shirt printing, and other marketing materials.
- **Split Rock Resort: Pocono, PA;** Provided promotional conception through print materials to increase annual profit.
- **Subway Restaurants: Beverly, MA;** Conceived and produced promotional materials increasing customer awareness by 40%.
- **Luigi's Pizzeria: Beverly, MA;** Developed website, company brand, and print material leading to an increase in customer sales and patron awareness.
- **Grimaldi Counseling Inc: Gloucester, MA;** Designed marketing material saving company time and expenses.

Tassel Toppers, Ridgewood, NJ **Graphic Designer**

April 2018 - Present

- Work remotely with clients to create custom designs.
- Transmit and prepare files for high quality printing.
- Answer client questions, pertaining to design, printing, and shipping.

Metropolitan Regional Career and Technical Center **College Unbound, Providence, RI** **Computer Consultant**

February - October, 2018

- Working (in a classroom setting) with previously incarcerated individuals to demonstrate the proper use and execution of basic computer programs/principles, including e-mail, Word, PowerPoint, and Excel.

Blue Monkey, Beverly, MA **Graphic Designer**

April - August, 2011

- Created corporate identity and website for several clients allowing them to communicate services to their clientele.
- Collaborated with senior designer to implement creative strategies for corporate branding.

EDUCATION

Bachelor of Fine Art | Concentration: Graphic Design | Montserrat College of Art: Beverly, MA