HAYDEN GREGORY

A motivated, creative, and easy-to-work-with individual, capable of balancing multiple tasks at once with accuracy and speed. Has experience with branding and marketing, high energy environments, and is ready to support fellow employees.

✉ *hggdesignandillustration@gmail.com*

🌐 *haydenggregory.com*

in *linkedin.com/in/haydenggregory*

EDUCATION

Kutztown University of Pennsylvania
BFA in Communication Design
Graduated May 2020

DESIGN EXPERIENCE

TerrAscend // King of Prussia, PA
Graphic Designer of Brands
March 2021 to Present

- Assisted and lead development on a variety of brands across multiple markets.

- Designed marketing material for both print and web, along with motion graphics, packaging, and retail displays and spaces.

- Helped create and develop branding for multiple redesigns and newly launched brands, and assisted in launching brands into multiple markets.

- Created illustration and design assets for lifestyle for public viewing and purchase.

ArtSkills, Inc. // Bethlehem, PA
Junior Designer
July 2020 to December 2020

- Assisted in designing and developing products, logos, packaging, and interior design elements.

- Edited product photography, and created production specification files, product assembly files, and print files for production.

Freelance Illustrator // Spring City, PA
2016 to Present

- Edited, illustrated, and set type for a children's book by a local author.

- Designed and illustrated an original zine for the 2019 MoCCA Arts Festival, and sold it among other artists.

- Developed branding and rewards with internet personality during an annual 24-hour charity stream for Rise Above the Disorder, a charity devoted to providing mental health care for people who cannot afford it.

- General illustration work, from character conception and sketching to full scale commissions.

SKILLS

- *Advanced* in Adobe Creative Suite (Photoshop, Illustrator, After Effects and Indesign), with experience in both Premiere Pro and Audition.

- *Advanced* in Microsoft Suite (Word, Excel, Powerpoint) and Google (Sheets, Docs, Slides).

- *Proficient* in front end web design with HTML and CSS, with experience with JavaScript and jQuery.

- *Works well in both traditional and digital mediums, including building typography, composition, watercolor, and general illustration work.*

- *Skilled in creating thumbnail sketches and preliminary comp drawings.*

AWARDS

The Don Bretter Memorial Outstanding Senior Illustration Award*, winner, 2020*

CD Graphic Design Award, *nominee, 2020*

Dean's List, *2016 to present*

Blood, Sweat and Illustration Exhibition; group show // Kutztown, PA. *Spring 2019*

To Death with a Smile Exhibition; group show // Kutztown, PA. *Spring 2018*