

BRIANNE HAYDEN

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ABOUT ME

Creative and energetic graphic designer with 20+ years of experience in branding, marketing campaigns, and publication design. Expert in digital/print design, creative direction, and mentoring. Passionate about helping brands connect with audiences through impactful visuals.

CORE SKILLS

Print/Digital Design
Motion Graphics & Video
Branding & Campaigns
Magazine Layout
Pre-Press & Production
Photoshoot Direction
Client Collaboration

SOFTWARE

- Adobe Creative Suite:
InDesign, Photoshop, Illustrator,
After Effects, Acrobat
- Figma
- Canva
- CapCut
- Microsoft Office
- Basic HTML/CSS
- Mac & PC

AWARDS

Charlie Award (Gold), FMA – 2017
Artist of the Year – 2008
Team of the Year – 2008

EXPERIENCE

Senior Graphic Designer

Soma Intimates (Chico's FAS) | 2019–2025

- Designed seasonal campaigns across email, ads, YouTube & social.
- Optimized artwork, retouched photos, aligned creative with copy.
- Mentored junior designers; fully remote from 2020–2025.

Art Director / Assistant Art Director

Gulfshore Life Magazine | 2015–2019

- Directed design for publications, media kits, ads, and event collateral.
- Managed art department ops and marketing video creation.
- Charlie Award (Gold), 2017.

Lead Designer

Dow Jones Local Media Group | 2010–2013

- Consolidated creative for 7 newspapers nationwide.
- Integrated digital ad production workflows.
- Supervised 8 designers across print and digital.

Creative Director / Lead Designer

Cape Cod Media Group | 2006–2013

- Directed editorial & advertising creative for Cape Cod View magazine.
- Led a 10-member design team.
- Awards: Artist of the Year & Team of the Year, 2008.

EDUCATION

Google Digital Marketing & E-Commerce Professional Certificate

In progress

Online Education

Continuous self-education using online tools including LinkedIn Learning, Adobe.com and YouTube tutorials to stay current in all Adobe product upgrades and market trends

Graphic Design Internship

Hasbro Toy Company, Pawtucket, RI | Summer 2000

Assisted Creative Manager in Packaging Department,
self-taught Adobe Illustrator, GPA 4.0

Bachelor of Arts Degree

University of Rhode Island, North Kingstown, RI | 1997-2000

Areas of concentrated study: drawing, painting, color, typography,
art history, GPA 3.6, Dean's List, Scholar Athlete.