



+ PROFESSIONAL PROFILE

With an extensive background in Branding and Advertising design that spans nearly 30 years, Hayden holds 42 different National and International awards for his work, including: AAF Addys, Davey, & Muse Creative Awards. He has built a network of vetted professionals to handle top-tier development, printing, merchandise, streaming/network advertising, photography, production, and so much more.

Hayden has an uncanny ability to not just spot trends, but be at the forefront and help lead new creative across multiple markets. Whether you are branding from the ground up, or need to revisit the existing branding and implementation, you can entrust your dream to his proven track-record of effectiveness. Hayden's personal portfolio is an impressive display of successful design, and can be viewed at DesigningHayden.com

+ RELEVANT EXPERIENCE

Sept 2023-Present

ICON Branding Agency

Co-Founder/Brand Architect

- Design & implementation of creative assets across multiple media outlets
- Creation of brand strategies & marketing opportunities for clients
- Day to day operations including:
 - business administration
 - website creation & maintenance
 - UI/UX design
 - digital asset creation
 - SEO/SEM
 - streaming video advertising
 - photography

2023-2024

Hinco Printing

Owner/Operator

- Design & printing for clients including municipalities & governmental agencies
- Administration of commercial printing equipment
- Cultivation of vendor relationships and product sourcing

2014-2023

CBC Creative

Creative Director/Brand Specialist

- Established internal brand design & standards
- Handled company-wide branding strategies.
- UX design & graphic support for development team
- Print Brokering & Vendor Liason
- Advertising strategy & Publishing

2008-2014

Bunchalotta Studios

Co-Founder / Creative Director

- Established internal brand design & standards
- Handled company-wide branding strategies.
- UX design & graphic support for development team
- Print Brokering & Vendor Liason
- Advertising strategy & Publishing

2007-2010

Radiovision Advertising

Art Dept Manager, Sr. Graphic Designer

- Newspaper & Print media Ad design
- Landing Page UI/UX & Web graphics support

+ PERSONAL ENDORSEMENTS

"Brilliant Brand Strategist, Digital Designer, and Business Leader. Hayden holds a rare combination of skills that allow him to excel at all three without even missing a beat. At CBC Creative, he consistently demonstrates what it takes to be a leader in demanding, dynamic, design and brilliant strategy. His intense focus on results combined with strong work ethic motivated other team members to rise to their best and perform at a higher caliber. I strongly endorse Hayden as a Creative Director and all-around great guy!"

~ Kevin Couch, CEO
CBC Creative

"I've learned that there's a fine balance in the world of art and print graphic design between quantity and quality. It's important that each piece looks sharp and put together, but time is always of the essence and production must remain fluid. Hayden has honed in on how to run an efficient art department and supply our clients with quality that achieves results, but also can be produced on a quickly arriving deadline driven basis. This balance that he has achieved makes my job easier and the company more profitable."

~ H. Lee Fuqua, Marketing Director
Radiovision

"Hayden is brilliantly conceptual and creative. His raw edgy style translates well into the most sophisticated messaging. This versatile artist is driven and always committed to producing the highest quality art achievable."

~ Deborah Gerard, Project Manager
Radiovision

+ WHY WE SHOULD WORK TOGETHER

- Ability to conceptualize and think visually
- Ability to work well alone, or with a team
- Results driven execution of design ideas
- Design experience across multiple industries
- Proven understanding of design principles
- Demonstrated technical abilities

+ AWARDS & ACCOLADES



american
advertising
federation

MUSE
CREATIVE AWARDS



Davey
AWARDS

Multiple awards for work in:
Advertising, Logo/Brand Design, Sales Campaign,
Corporate Identity, & Packaging

+ TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft Office 365
- Google Workspace
- Hand illustration & storyboarding

+ EXPERTISE

- Branding
- UX Design
- Packaging Design
- Illustration
- Merchandising

AVAILABLE FOR:

HIRE & FREELANCE WORK



Portfolio
designinghayden.com