

# tatem hayward

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## EDUCATION

### TEXAS STATE UNIVERSITY

BFA Communication Design | 2016 - 2020

Magna Cum Laude

## ACHIEVEMENTS

### GRAPHIS NEW TALENT ANNUAL 2021

*Forbiddenfruit Branding* | Honorable Mention

### GRAPHIS NEW TALENT ANNUAL 2020

*Stingray Records* | Trademark Silver

*Forbiddenfruit* | Trademark Silver

*Studio Eight* | Trademark Honorable Mention

*Dia Spa* | Trademark Honorable Mention

## VOLUNTEER WORK

### CARROLTON FARMERS BRANCH ISD

Volunteer | 2017 - Present

## SKILLS + INTERESTS

Adobe Creative Suite

Digital Marketing

Print Design

Packaging Design

Web Design

Social Media

Illustration

Photography

Basic HTML/CSS

Motion Graphics

Mailchimp

Procreate

Figma

Notion

Microsoft Office

Monday.com

G-Suite

## EXPERIENCE

### CATFACE

Graphic Design Lead | 2022 - Present

I am responsible for leading all print and digital design development within the merchandise team, which includes creating brand identities and systems, packaging, motion graphics, website design, and more. Additionally, I coordinate directly with our partner companies to create and maintain timelines for merchandise production.

### BUFF CITY SOAP

Graphic Designer | 2021 - 2022

I was a part of a fast pace in-house marketing design team where I was responsible for leading a multitude of solo and collaborative projects, consisting of large-scale campaigns, paid & organic social content, print collateral, packaging, websites, illustrations, motion graphics, and more.

### JUNIOR WILDLIFE RANGER

Art & Design Intern | 2021 - 2022

Responsible for design and development of various projects including print collateral, website design, illustrations, and social content.

### FREELANCE

Graphic Designer | 2020 - Present

Worked with a variety of clients to create brand identities and systems.

### LEVI STRAUSS & CO

Lead Merchandiser | 2018 - 2020

Responsible for leading and communicating with my team to best supply/prepare the store for the days and weeks to come.

## INVOLVEMENT

### GLOBAL GOALS JAMS

Universal Design Collaboration | 2019

The goal was to create a sustainable design in three days to help keep the city of San Marcos water ways clean.