



Randi Hays

TEL
301.233.0250

EMAIL
RLW.HAYS@GMAIL.COM

PORTFOLIO
WWW.R-CIRCLED.COM

Professional Experience

ART DIRECTOR & SENIOR DESIGN

Clark Concepts :: Maryland :: 2018-Present

- Design and produce creative concepts for conference/meeting identities, brand design for healthcare programs and initiatives, create bus wraps for celebratory events, design small scale exhibits, environmental graphics and produce brand/style guides for multiple clients
- Balance multiple assignments and work one-on-one with external clients to clarify goals and develop designs to client satisfaction.
- Manage, inspire and motivate a team of design professionals.
- Collaborate with designers, developers, and marketing specialists, clearly and consistently.

ART DIRECTOR

The Jewish Federation of GW :: Maryland :: 2010-2018

Direct design projects from strategy through production. Work directly with clients to clarify goals and develop strategy for successful event branding and client satisfaction. Ability to balance multiple assignments and oversee contractors' work.

- Responsible for breathing new life, creativity and meaning into traditional marketing materials and campaign brands, contributing significantly to reinvigorating the tone and perception of the organization.
- Hire and oversee junior designer and independent contractors through design and production.
- Create identities, branding campaigns, web components, signage (including touch screens) and other marketing materials for JFGW constituent special events such as fundraising galas, missions, and volunteer programs.
- Cross collaborate with JFGW divisions to design individualized publications for print and digital use.

JUNIOR ART DIRECTOR & CREATIVE SERVICES MANAGER

The Chronicle of Higher Education & Philanthropy :: Washington, DC :: 2005-2010

Designed and developed an identity and brand for Chronicle B2B Division. Directly supervised junior design team. Researched and implemented project management software to improve workflow.

- Hired and directed junior design team to assist with print and web production and design.
- Mentored designers in page layout, presentation, understanding printing and shared useful techniques on various types of software.
- Created new identities, marketing materials and signage for special events and conferences.
- Researched, hired and directed photographers, illustrators and copywriters
- Researched, tested, and implemented planning and project management software to help manage workload of designers and improve workflow of marketing department.

DESIGNER, ART DIRECTOR & PROJECT MANAGER

RAPS :: Maryland :: 2004-2005

Responsible for rebranding this science and health related non-profit to achieve increased stature and differentiated personality in the eyes of its high-tech clients.

- Hired and art directed independent contractors for production and design projects.
- Responsible for the complete redesign of *Focus*, RAPS' monthly magazine.
- Designed and developed unique identities for ten staple programs.
- Created unique designs for three major conferences and seven webinars.
- Handled all print buying and managed projects on press to ensure quality control of final products.



Randi Hays

TEL

301.233.0250

EMAIL

RLW.HAYS@GMAIL.COM

PORTFOLIO

WWW.R-CIRCLED.COM

DESIGN CONSULTANT, SENIOR DESIGNER & DESIGN MANAGER

Westat :: Maryland :: 2002–2004

- Designed testing kits and marketing materials for the **Department of Education** and **Indian Health Services**. Redesigned and packaged the Government report, **No Child Left Behind (NCLB)** for mass distribution.
- Project managed a team of seven in the design, development, and fulfillment of conference materials for The Teachers Conferences, seven conferences held nation-wide to gain teacher support for NCLB. Received an industry award for the design and packaging of the conference materials.
- Designed two **NIH** web sites; a database housing thousands of cancer cells for research and a discussion site for those studying testicular cancer.

SENIOR DESIGNER & PROJECT MANAGER

Levine & Associates :: Washington, DC :: 1996–2002

L&A was all about lessons in creativity, techniques and skills. Worked directly with high profile clients from conception through strategy to final product. Learned the technical ins and outs of printing processes (sheet fed and web fed printing), paper, and creative approaches to the layout and presentation of final art.

- Managed multiple projects from estimating to final product.
- Designed projects for clients, including **Wolf Trap**, **National Breast Cancer Coalition**, **National Institutes of Health (NIH)**, **Baltimore Museum of Art (BMA)** and **APCO**.
- Researched, hired and directed photographers, illustrators and copywriters
- Became very knowledgeable in spec'ing printing and managing jobs on press.
- Won multiple awards on behalf of Levine & Associates.

Freelance

Interfaith Works :: Non-profit organization :: 2009–2012

Designed a newsletter template and program booklet based on the annual report I created in 2010 through Taproot Foundation.

TAPROOT Foundation :: Volunteer Designer (Pro Bono) :: 2009–2010

Worked on design projects for grassroots and non-profit organizations. Designed an annual report for Interfaith Works with a volunteer marketing team assembled by Taproot.

Affiliations

AIGA member :: 2013–present

Attended the **How** and **InHowse Design Conferences** :: 2003, 2005 & 2007

Education

School of Visual Arts :: NYC :: 1990–1992
Bachelor of Fine Arts in Graphic Design

Rochester Institute of Technology (RIT) :: Rochester, NY :: 1988–1990
Associate Degree in Fine Arts Graphic Design

Additional Training & Certificates

TJP&A :: DC :: 2017–18

- iBooks Author, 2015
- Certificate in Web Design Pro, 2014–15
- Interactive Media Design, 2014
- Email Publishing & Marketing, 2013
- Create a Web Page Workshop, 2011

Skills

- **Design:** typography, publication design, branding, eNewsletters, microsites, signage and more
- **Computer:** InDesign, Illustrator, Photoshop, Acrobat, MS Office, HTML, CSS, WordPress, BrightSign®(2018)
- Print buying and production, photo shoots, client communication, project management