



# Randi Hays

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**PORTFOLIO**  
WWW.R-CIRCLED.COM

## Professional Experience

### JEWISH FEDERATION OF GREATER WASHINGTON (JFGW) | Rockville, MD

Art Director :: 2010–present

Direct design projects from strategy through production. Work directly with clients to clarify goals and develop strategy. Oversee contractors' work. Lead numerous project teams.

- Developed strategy and design elements for a comprehensive upgrading and vitalization of organization identity.
- Responsible for breathing new life and meaning into traditional marketing materials and campaign brands, contributing significantly to reinvigorating the tone and perception of the organization.
- Oversee independent contractors through design and production projects.
- Create identities, marketing materials, web components and signage for JFGW constituent events such as fundraising galas, missions, and volunteer programs.
- Collaborate with JFGW divisions to design individualized publications for print and digital use.

### THE CHRONICLE OF HIGHER EDUCATION & PHILANTHROPY | Washington, DC

Junior Art Director & Creative Services Manager :: 2005–2010

Designed and developed an identity and brand for Chronicle B2B Division. Directly supervised design team. Oversaw upgrading and implementation of project management software and workflow.

- Hired and directed a design team to assist with print and web production and design. Managed and mentored junior design staff.
- Created new identities, marketing materials and signage for conferences.
- Researched, hired and directed photographers, illustrators and copywriters
- Researched, tested, and implemented project management software. Managed workload of designers and improved workflow.

### RAPS | Rockville, MD

Designer, Art Director & Project Manager :: 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 a unique identity for ten staple programs.
- Created unique designs for three major conferences and seven webinars.

### WESTAT | Rockville, MD

Design Consultant, Senior Designer & Design Manager :: 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 nationwide 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.

### LEVINE & ASSOCIATES | Washington, DC

Senior Designer & Project Manager :: 1996–2002

- Managed projects from estimating to final product.
- Designed projects for clients, including **Wolf Trap**, **National Breast Cancer Coalition**, **National Institutes of Health**, and **APCO**.
- Researched, hired and directed photographers, illustrators and copywriters
- Won multiple awards on behalf of Levine & Associates.



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## Freelance

### **BIG CORK VINEYARDS | MD :: 2011–2012**

Designed logo, ads and wine labels

### **INTERFAITH WORKS | MD**

Non-profit organization :: 2011–2012

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

### **5@Noon | VA**

Small business consulting :: 2011–2012

Created identity, business cards and standards guide.

### **MINDFUL PILATES | NY :: 2010–2011**

Designed and developed a website using Dreamweaver.

### **TAPROOT FOUNDATION | DC**

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.

## Education

### **School of Visual Arts | NYC :: 1990–1992**

Bachelor of Fine Arts in Graphic Design-Media Arts

### **Rochester Institute of Technology (RIT) | Rochester, NY :: 1988–1990**

Associate Degree in Fine Arts Graphic Design and Photography

### **Additional Training and Certificates TJP&A | DC**

- Introduction to Edge Animate, 2015
- Certificate in Web Design, 2014–15
- Interactive Media Design, 2014
- Email Publishing & Marketing, 2013
- Create a Web Page Workshop, 2011

## Skills

InDesign	CSS
Illustrator	MS Office
Photoshop	WordPress
Acrobat	Edge Animate
Dreamweaver	Print buyer
HTML	

## Affiliations

**AIGA member** :: 2013/14

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