



# Randi Hays

Graphics Specialist &  
Art Director

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## Profile

Accomplished publication and brand designer with 10+ years of experience. Time well spent delivering detail-oriented publications, attention-grabbing brand identities for a wide range of clients ranging from local governments, non-profits and B2B markets. I have a strong sense of design principles and how color, typography and imagery work together, key to designing impactful, bold, poignant and thoughtful products that exceed client expectations.

## Professional Experience

### ART DIRECTOR & SENIOR DESIGNER

**Clark Communications** :: Maryland :: 2018-Present

Direct and design projects from strategy through delivery. Work directly with clients to clarify goals and develop designs for successful conference branding, multipage reports, public exhibit and Microsoft templates. Ability to balance multiple assignments and manage, inspire and motivate designers and project managers.

- Designed, produced and managed healthcare client portfolio. Provided creative solutions including identity and signage for four healthcare focused conferences per year. Designed, developed, and implemented a new brand including a custom PPT template with extensive image library. Also responsible for designing multiple publications used across the country by the sales team to attract new business.
- Lead designer on large scale publications such as:
  - Luxury senior living properties
  - Local government community initiative reports
  - National Children's Center, Inc. Employee Handbook and PPT template
  - Research reports on cancer and Covid-19 for NIH and Lumina (formally known as NOVA)
- Created environmental graphics for the DC Cherry Blossom festival, designed and planned out historical exhibit and space, created signage for Maryland festivals as well as the White House Historical Association and the National Archives Museum Store. Created wayfinding for a high-end senior living parking garage and the Pike District neighborhood in Montgomery County, MD
- Designed, wrote and produced brand style guides for: healthcare, senior real estate, medical industry, and sustainable transportation clients
- Created an internal design meetup:
  - Introducing the design team to what other designers are doing in the industry
  - Show & Tell luncheon to share software tips and tricks with each other
  - Started a project showcase for designers to share their recent projects with the rest of the company

### ART DIRECTOR & SENIOR DESIGNER

**The Jewish Federation of GW (JFGW)** :: Maryland :: 2010-2018

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.

- Hired and oversaw junior designers and independent contractors through design and production.
- Created identities, branding campaigns, web components, signage (including touch screens) and other marketing materials for JFGW special events such as fundraising galas, annual giving campaigns, missions, and volunteer programs.
- Cross collaborate with JFGW divisions to design individualized publications for print and digital use.



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## JUNIOR ART DIRECTOR & CREATIVE SERVICES MANAGER

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

- Hired, mentored and art directed junior design team to assist with weekly ad development, event design and print production
- Created new identities, marketing materials, microsites and signage for special events and conferences.
- Researched, tested, and implemented project management software to help manage workload of designers and improve workflow of marketing department.

## DESIGNER, ART DIRECTOR & PROJECT MANAGER

**RAPS** :: Maryland :: 2004–2005

- Rebranded 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.

## 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

**How and InHowse Design Conferences** ::  
2003, 2005, 2007

## Education

**School of Visual Arts** :: NYC  
Bachelor of Fine Arts in Graphic Design

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

## Additional Training

Adobe Creative Suite YouTube channel and LinkedIn Learning membership to keep up to date with constant evolving software

## Skills

**Professional:** Publication design, branding, environmental graphics, exhibit and event design, digital marketing (social media graphics), wayfinding, PPT, working with vendors and well versed in print production and signage/large format print shop and more

**Technical:** InDesign, Illustrator, Photoshop, Acrobat, MS Office (PPT & Word), Slack, Asana, Basecamp, HTML, CSS, WordPress