

LANCE HAYDEN

📷 dclance **in** lancehayden 🌐 lancehayden.com

I am a senior art director in Washington, D.C. and have developed branding and design solutions for clients such as Toll Brothers Apartment Living, JBG Smith Properties, Crane Paper Company, Partnership for a Healthier America, two former presidential cabinet members, and a global technology hardware company. I have a strong background in the traditional fine arts, yet now expend most of my creative energy pushing pixels around a screen and managing a small design team at Streetsense.

Senior Art Director, Delucchi Plus/Streetsense; Washington, DC, 2014–Present

- Create branding, identity, collateral and marketing campaigns for JBG Smith Properties, Greystar®, Toll Brothers Apartment Living, and Cedar Realty Trust which has resulted in award-winning work, rapid lease-ups, and increased engagement from their audiences
- Lead art direction in the visual storytelling and content development for such brands as Mrs. Fields®, Girl Scouts of the United States of America, Johnson & Johnson, Nike, Holiday Inn, and Partnership for a Healthier America
- Develop and prepare presentation materials and pitch efforts throughout the agency; present creative to C-level executives
- Manage multiple team members and freelancers; monitor and adjust workloads and timelines; work closely with account team members to define the direction and timelines for projects

Creative Director, kglobal; Washington, DC, 2011–2014

- Designed, developed and managed kglobal’s visual creative identity and output, including print design, traditional and online advertising campaigns and all web development projects
- Generated market specific messaging and unique visual solutions for a wide range of clients and issues
- Oversaw all facets of web design projects, including wire-framing, visual design, site and information architecture, technology framework implementation and CMS development

Art Director, Spacenet Inc.; McLean, VA, 2006–2011

- Created print advertisements, direct mail campaigns, and trade show booths while working closely with internal customers to construct a strong brand presence in a number of vertical markets
- Designed all sales collateral, including product sheets, product packaging, presentations, customer portals, e-mail campaigns, a custom icon library, as well as product and executive photography

Senior Graphic Designer, Classic Glass; Alexandria, VA, 2002–2006

- Oversaw and managed the conception, design and completion of projects and installations for such clients as Georgetown University, AARP, and the 6th & I Street Synagogue

Senior Graphic Designer, Aleron; Reston, VA, 2001–2002 | Graphic Designer, ServInt; McLean, VA, 2000–2001

Education

University of Richmond,
Savannah College of Art & Design

Conceptual Skills

Branding, Marketing, Identity Development,
Illustration, Photography, UX/UI/IA

Technical Skills

Adobe Creative Suite, HTML/CSS/Javascript,
WordPress, Microsoft Office

I’m a bon vivant, Apple enthusiast, and ardent Nationals fan who is into thoughtful design, illustration, and photography. If for some reason your reaction to this résumé isn’t “Hey, I’d really like to work with this guy,” then at the very least please enjoy the following media recommendations:

Read

Stratechery.com — Ben Thompson is the smartest journalist covering technology, advertising, and business today.

Watch

Peaky Blinders on Netflix — Cillian Murphy stars in a family crime drama taking place in Birmingham, England between the World Wars with a surprising, anachronistic soundtrack.

Listen

The Ezra Klein Show — Vox.com’s founder and journalist Ezra Klein hosts a podcast featuring conversations with a wide range of intellectuals, experts and polymaths.

901 C Street NE, Washington, DC 20002 | 202.215.3744 | lance@lancehayden.com | lancehayden.com