

Mary Kate Hayden

# Visual Design & Art Direction

*Mostly, I hope to create beautiful, engaging, and useful designs that tell compelling stories.*

## Skills

Art Direction  
Visual Design  
Branding  
Digital Design  
Print Design  
SS Web Design  
UI Design  
UX Design

## Tools

Adobe CC  
- Photoshop  
- Illustrator  
- InDesign  
Squarespace  
Sketch  
Figma  
InVision  
Keynote

## Contact

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My references are available upon request.

## Experience

### **ASSOCIATE ART DIRECTOR | GOPRO**

July 2019–May 2020

- art direction & visual design for global advertising campaigns including social, print and digital media
- managed DCO advertising

### **VISUAL DESIGN CONTRACTOR | GOPRO**

May 2018–June 2019

- visual design for global advertising campaigns including social, print and digital media
- art direction and visual design for resorts including print, digital and window

### **VISUAL DESIGN CONTRACTOR | FROG DESIGN**

Feb 2018–Apr 2018 (6 week contract)

- joined an in-progress healthcare program to visualize research synthesis and help secure next phase of work
- designed visual identity for all work including multiple pitch decks, set of branded postcards, and project summary book

### **SENIOR UX DESIGNER | QUID INC**

Aug 2014–Oct 2017

full stack product design:

- strategic development and design of small and large features as well as product-wide changes
- ux, ui, visualization & interaction design

\*earned 3 design patents

### **UX DESIGN CONTRACTOR | TAPYJOY & 500FRIENDS**

Jul 2013–Aug 2014

- ux & visual design for b2b dashboards and rich media

## Education

### **MFA GRAPHIC DESIGN**

Academy of Art University | 2009–2013

### **BA STUDIO ARTS**

University of California, Davis | 2004–2008