

# Tatem Hayward

## EDUCATION

### TEXAS STATE UNIVERSITY

BFA Communication Design | Aug 2016 – Dec 2020

Magna Cum Laude

## ACHIEVEMENTS

### GRAPHIS NEW TALENT ANNUAL 2021

*Forbiddenfruit Branding* | Honorable Mention

### GRAPHIS NEW TALENT ANNUAL 2020

*Stingray Records* | Trademark Silver

*Forbiddenfruit* | Trademark Silver

*Studio Eight* | Trademark Honorable Mention

*Dia Spa* | Trademark Honorable Mention

## VOLUNTEER WORK

### CARROLTON FARMERS BRANCH ISD

Volunteer | 2017 – 2024

## SKILLS + INTERESTS

Adobe Creative Suite

Digital Marketing

Print Design

Packaging Design

Web Design

Social Media

Illustration

Photography

Basic HTML/CSS

Motion Graphics

Mailchimp

Procreate

Figma

Notion

Microsoft Office

Monday.com

G-Suite

## EXPERIENCE

### CATFACE

Senior Graphic Designer | May 2022 – Present

Responsible for leading all design development within the merchandise team. Including various projects such as creating brand identities and systems, packaging, organic & paid social content, motion graphics, website design, and more. Additionally, I am responsible for coordinating directly with our partner companies to maintain merchandise production timelines.

### BUFF CITY SOAP

Graphic Designer | June 2021 – April 2022

Responsible for designing a multitude of solo and collaborative projects, consisting of large-scale campaigns, paid & organic social content, print collateral, packaging, websites, illustrations, motion graphics, and more.

### JUNIOR WILDLIFE RANGER

Art & Design Intern | May 2021 – Jan 2022

Responsible for the design and development of various projects including print collateral, website design, illustrations, and social content.

### FREELANCE

Graphic Designer | 2020 – Present

Worked with a variety of clients to create brand identities and systems.

### LEVI STRAUSS & CO

Lead Merchandiser | May 2018 – Dec 2020

Responsible for leading and communicating with my team to best refill product and design merchandise layouts throughout the store.

## INVOLVEMENT

### GLOBAL GOALS JAMS

Universal Design Collaboration | 2019

The goal was to create a sustainable design in three days to help keep the city of San Marcos water ways clean.

tatemhdesign.com

tatem@tatemhdesign.com

940.390.7840