

Dean Hayden

Graphic and UI designer working directly with clients and through agencies. Honing my craft since 1998, passionate about branding, design and UI across digital and traditional disciplines.

CAREER HIGHLIGHTS

Freelance Graphic Designer

APRIL 2005 - MARCH 2010 / DECEMBER 2014 - PRESENT

I have worked for a variety of sectors delivering identities, promotional materials, designs for responsive websites and native apps. I have been fortunate enough to work with leading agencies including Clearleft on renowned brands such as Puffin books.

Clearleft (Freelance)

UI Designer

IMEX

JUNE 2016 - SEPTEMBER 2016

It was my sole responsibility to design concepts and frameworks that incorporated and complimented a new brand. Working with a mixed team of UX and content strategists I helped define the visual style and framework for three websites.

Ladybird and Puffin

JUNE 2015 - AUGUST 2015

Together with the creative director I helped adapt an existing design framework to fit with the Ladybird and Puffin brands and to accommodate both child and adult audiences.

3ev

Chief Designer

MARCH 2010 - DECEMBER 2014

As the chief designer, all visual output from 3ev was my responsibility. Working closely with both project owners and internal teams I produced designs for mobile apps and websites. There was also the opportunity to help and advice clients with branding and identity.

Solutions Inc.

Chief Designer

MARCH 2002 - APRIL 2005

Responsible for producing marketing and point of sale materials promoting Apple hardware and related products. Solutions Inc. also ran several workshops and launch events which I helped design and promote. Worked collaboratively with heads of education, creative and photography departments.

PRINCIPLES & EXPERIENCE

Core expertise

UI design / Website design / Prototyping
Visual identity / Guidelines / Advertising
Brochures / Promotional / Direct mail

Tools and technologies

Adobe Creative Suite / Sketch
HTML / CSS / JQuery

Brands

The Chemical Brothers
Guildhall School / LSG Sky Chefs
Lucozade / Penguin Random House
Philips / Telenor / Travelex / Twinings

Education

City & Guilds in Graphics
Communication

PERSONAL DETAILS

Date of birth

27th May 1978

Interests

Music / Video games / Running
Skateboarding / Snowboarding

Contact Details

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Portfolio

www.deanhayden.co.uk
dribbble.com/deanhayden