

# WAYNE HASTINGS

(901) 219-6564 · WAYNE@WAYNEHASTINGS.NET

Graphic Designer with extensive experience servicing clients in print and digital media.  
Continuous learner. Creative problem solver. Detail-oriented. Team player. Technophile.

## CONTACT



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/WAYNEHASTINGS



/WAYNEHASTINGSDOTNET

## PORTFOLIO LINKS

[waynehastings.net/portfolio/](http://waynehastings.net/portfolio/)  
[waynehastings.net/portfolio.pdf](http://waynehastings.net/portfolio.pdf)  
[behance.net/waynehastingsdotnet](http://behance.net/waynehastingsdotnet)

## SOFTWARE AND TOOLS

### ADOBE CREATIVE SUITE

- INDESIGN
- PHOTOSHOP
- ILLUSTRATOR
- ACROBAT / PDF

### MICROSOFT OFFICE SUITE

### CONTENT MANAGEMENT SYSTEMS

- WORDPRESS
- JOOMLA
- SHAREPOINT
- SITECORE
- SHOPPING CARTS
- EMAIL MKTG PLATFORMS

### WEB

- HTML/CSS
- FTP
- PHPMYADMIN

## EDUCATION

### B.F.A. GRAPHIC DESIGN

MEMPHIS COLLEGE OF ART

### A.S. GRAPHIC DESIGN

PENSACOLA JUNIOR COLLEGE

## GRAPHIC DESIGNER

IETAL COMMUNICATIONS AND DESIGN / LOS ANGELES AND MEMPHIS / 2009 – PRESENT

- **Print Design:** brochures, newsletters, reports, flyers, posters, book design, charts/graphs, and more
- **Web Design:** wireframes, mockups, CMS install, template customization, production, email newsletters
- **Content Management Systems:** front end design, content entry, train and manage freelance editors
- **Content Editor/Proofreader:** write, edit, proofread, and enter content as needed, quality control audit
- **Social Media Management:** research, suggest, write, design, and post content
- **Conference Support:** trade show booth design, collateral, signage, demonstration at events
- **Other Interactive:** PDFs, intranet/extranet, mobile app design, domain name registration

### Clients Served:

- Hilton Worldwide hotel brands, including Hampton, Hilton Garden Inn, DoubleTree, Home2, and Tru
- Transitions Optical
- CRSA/LCS assisted living
- Jack Kenner, Photographer
- Euclid Apartments
- Dermaflage cosmetics
- Churches and Non-profits

## GRAPHIC DESIGNER

GRAPHICS AND MOTION, INC. / LOS ANGELES AND MEMPHIS / 2002 – 2009

- **Web Design:** wireframes, mockups, CMS installation, production
- **Print Design:** brochures, flyers, business cards and stationery
- **Content Management Systems:** front end design, content entry, train clients to use admin
- **Content Editor/Proofreader:** write, edit, proofread, and enter content
- **Email Marketing:** design email newsletters, schedule and launch campaigns, report results to clients

### Clients Served:

- Local SMBs, Museums, Churches, and Non-profits

## GRAPHIC DESIGNER

ARCHER/MALMO ADVERTISING / MEMPHIS, TN / 1994 – 2001

- **Print Design:** brochures, reports, flyers, advertisements, posters, charts/graphs, and more
- **Web Design:** wireframes, mockups, web-ready graphics, HTML/CSS
- **Process Efficiency:** actively participated in making recommendations for company re-engineering

### Clients Served:

- Pennzoil-Quaker State
- Promus Hotel Corporation
- Rock 'n' Soul Museum
- Varco-Pruden Buildings
- Colgate-Palmolive
- M.S. Carriers
- Belz Enterprises
- Delta Beverage Group
- International Paper

## GRAPHIC DESIGNER

ODEN AND ASSOCIATES DESIGN / MEMPHIS, TN / 1992 – 1994

- **Print Design:** brochures, reports, flyers, advertisements, and more
- **Tech Support:** engineered transition from board mechanicals to digital file production methods, installed BBS, worked with freelancers and vendors exchanging files electronically

### Clients Served:

- FedEx
- Maybelline
- TPI Restaurants / Shoney's
- International Paper
- National Bank of Commerce
- Independent Bank
- Thomas & Betts