

WAYNE HASTINGS

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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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PORTFOLIO

waynehastings.net/portfolio/

waynehastings.net/portfolio.pdf

behance.net/waynehastingsdotnet

SOFTWARE AND TOOLS

ADOBE CREATIVE SUITE

- INDESIGN
- PHOTOSHOP
- ILLUSTRATOR
- PREMIERE RUSH
- ACROBAT / PDF

GOOGLE WORKPLACE

MICROSOFT OFFICE SUITE

WORDPRESS & SHOPPING CARTS

EMAIL MARKETING PLATFORMS

SOCIAL MEDIA MANAGEMENT PLATFORMS

HTML + CSS

EDUCATION

B.F.A. GRAPHIC DESIGN

MEMPHIS COLLEGE OF ART

A.S. GRAPHIC DESIGN

PENSACOLA JUNIOR COLLEGE

GRAPHIC DESIGNER

SELF-EMPLOYED / 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
- **Social Media Management:** research, suggest, write, design, plan, and post content
- **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 audits
- **Conference Support:** trade show booth design, collateral, signage, demonstration at events
- **Other Interactive:** PDFs, intranet/extranet, mobile app design

Clients serviced include:

- River Inn of Harbor Town: River Inn Hotel, Paulette's, Tug's Casual Grill, Terrace Rooftop Lounge
- Hilton Worldwide: Hampton, Hilton Garden Inn, DoubleTree, Home2, and Tru
- NBS Fitness Gym
- Transitions Optical
- Monarch Pediatrics
- Jack Kenner, Photographer
- Dermafflage Cosmetics
- St. Francis Episcopal Church
- Nicole McNamee, The Promo Diaries
- Various 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 serviced include:

- Small and Medium Sized Businesses, 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 serviced include:

- 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, recommended, installed, and administered new dial-up bulletin board system

Clients serviced include:

- FedEx
- Maybelline
- International Paper
- National Bank of Commerce
- Independent Bank
- Thomas & Betts