

# Maureen Hayden

Creative Director + Art Director + Designer

9900 Inca Lane  
Austin, TX 78733

+1 (302) 245.1868

maureenmcfee@gmail.com

[www.maureenhayden.com](http://www.maureenhayden.com)

## EDUCATION

### VCU Brandcenter

*Master of Science, Mass Communications:  
Creative Technology / Richmond, VA /  
2008-2010*

Not even motherhood could prepare me for the two most intense, sleep deprived, but equally amazing years of my advertising career. I couldn't imagine life without either experience.

### Virginia Tech

*Bachelor of Arts: Graphic Design  
Blacksburg, VA / 1999 - 2004*

After two grueling years as an Architecture major, I realized that the all-black wardrobe and more predictable career path weren't for me. However, the all-nighters were great prep for a career in advertising. I also learned that maroon and orange are, in fact, complimentary colors.

## SKILLS

Creative Direction, Art Direction + Design

UX Design & Information Architecture

Brand Development

Integrated Marketing & Design

Creative Strategy

**Software:** Adobe Creative Cloud, Figma, Sketch, Keynote, Powerpoint, Google Slides, Some AS3, HTML & XML

## AWARDS

PM360 Pharma Choice Award –  
Consumer Website Gold Winner  
2024

JWT Creative Technology Scholarship  
2009 - 2010

AICP Directors Scholarship  
2008 - 2009

## EXPERIENCE

### Freelance / Contract

*Creative Director / Art Director & Designer / 2010 - Present*

**Agencies/Clients:** Digitas, Project C, Razorfish, Carnegie Technologies, Revionics, Victor & Spoils, Archer Malmö, SmartTouch Interactive, Drumroll, Latinworks, T3, Eversana Intouch, Centerline Digital, H/L, McDonald's, Palo Alto Networks, Walmart, Hulu, Cerity, COTA (Circuit of The Americas), Southwest Airlines, Capital One, Bing, Malibu Boats, Takeda, MSCI, Zenöss, Zayo, Carnegie Technologies, Unified Signal, various individuals & small businesses

### Comcast Creative Group

*Associate Creative Director: Art Director / Philadelphia, PA / Feb 2023 - August 2023*

Created campaigns & creative solutions for Comcast, Project UP, Xfinity, Sky Sports & News, Universal Films & Parks, NBC Sports & News, Telemundo, Peacock

### Eversana Intouch

*Freelance Senior Creative (AD) / Boston, MA / Dec 2022 - Feb 2023*

Played an integral role in a large scale complete website re-design for one of the agency's biggest clients. Developed a brand new look and feel, designed many of the pages & helped lead the design team during a fast & furious project timeline. The site won a **Gold, PM360 Pharma Choice Award**.

### Hunt, Gather

*Associate Creative Director: Art Director / Austin, TX / May 2022 - Sept 2022*

**Client:** Chipotle

### Digitas

*Freelance Art Director / New York, NY / Sept 2021 - Feb 2022*

**Client:** Walmart - Created social content & online ads for the Walmart Holiday campaign. Stayed on to help with Valentine's Day, Spring & Pet Month creative. Collaborated with the Dept W team.

### Carnegie Technologies

*Associate Creative Director: Art Director / Austin, TX / Jan 2019 - Jan 2021*

As a part of our internal Marketing team, I lead and developed creative solutions for the Carnegie Technologies brand as well as their sub-brands/business units.

### Dell Blue

*Senior Art Director / Round Rock, TX / April 2017 - June 2018*

I worked on a variety of creative solutions for the Dell commercial brand including video, social and digital executions. I also managed designers and junior Art Directors.

### Y&R Austin

*Senior Art Director / Austin, TX / June 2016 - Jan 2017*

**Clients:** Reliant Energy, Rackspace, VMware, Y&R Austin, New Business

Pitched and won the Reliant Energy account. Helped launch an entirely new brand campaign.

### GSD&M

*Art Director / Austin, TX / June 2010 - July 2015*

**Clients:** U.S. Air Force, John Deere, eHarmony, Zales, Marshalls, Honor Flight Austin, Campbell's, Stainmaster, GSD&M, New Business

### UNICEF Tap Project

*Creative & Team Leader / Richmond, VA & New York, NY / Fall 2008 - Spring 2010*

Working on the Tap Project was the most rewarding experience of my Brandcenter career. It's not often enough that advertising literally saves lives!

### Ogilvy & Mather

*Art Director & IA Intern / Chicago, IL / June 2009 - August 2009*

**Clients:** SC Johnson, Dove, Suave, BP Gasoline, Sunsilk, Chicago 2016, Feeding America

### Williams Whittle Associates

*Graphic Designer / Alexandria, VA / Jan 2006 - March 2008*

**Clients:** Ryan Homes, NVHomes, DR Horton, USO, VRE, Georgetown University Business School