

## TERRY NEUTZ HAYDEN

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**OBJECTIVE** Seeking opportunities with organizations that require an innovative and highly creative graphic artist, supplies a high quality product that serves the public and offers opportunities for career and management advancement.

**SUMMARY** Award-winning graphic designer and art director experienced with marketing of higher education and publishing, corporate identity, photo shoots, packaging, print collateral, advertising, 3D model creations, annual reports, newsletters, annual budget and print bidding. Special emphasis on conceptual design and communication goals, and high attention to detail. Comfortable with managing multiple, concurrent projects in different stages, production scheduling and extremely deadline oriented. Experienced in resolving issues through flexibility and innovation. Strong analytical and problem-solving skills. Possess the ability to liaise with individuals at all levels of an organization. Thrive in team orientated setting.

**COMPUTER SKILLS** Excellent skills in Photoshop, Freehand, Illustrator, QuarkXpress, Pagemaker. Experienced in Maya Alias Wavefront, Adobe After Effects, Photoshop's Image Ready, InDesign, Autocad, and Acrobat. Familiar with Lightwave, Dreamweaver, Flash, Director, Poser, Powerpoint, Microsoft Word and HTML. Strong troubleshooting skills, experience in cross-platform issues, comfortable with Mac or PC. Demonstrated ability to quickly learn and use new programs and technology. On-going computer program education for increased proficiency.

**PROFESSIONAL EXPERIENCE** **ASSOC. DIR. OF COMMUNICATIONS**

College of Law  
University of Illinois, Champaign  
*August 2005- present*

- Design, formulate through competitive bids, and handle the production of all printed publications. Meet deadlines, invoice job projects, oversight on budget accounts for various departments to ensure proper departmental billing, overview communications project budget.
- Conceptualize & design the following but not limited to posters, large banners, table tents, programs, ads, faculty brochures & conference materials, marketing campaigns, Gala event materials, lecture materials. Including development and marketing promotions, environmental design projects, with interior and exterior of college.
- Developed "On the Move" logo and 2006-07 "Illinois Law" logo maintaining a consistent branding look throughout the College of Law and in compliance with University standards.
- Produced visual appeal for the College by designing & working with campus facilities officials on "street pole" and building banners as well as lawn signs for high profile lectures.
- Maintain and cultivate relationships with outside vendors to produce the highest quality product while keeping cost a priority.
- Coordinate with all departments to design and deliver on deadline each individual groups print needs including faculty print pieces.
- Design, bid and produce interior building art for library kiosks and wall art.
- Develop & implement plan with art committee, joint committees' or departmental teams for interior & exterior design projects. Including photography, artwork and layout that supports law school goals at hand.
- Assist on Illinois Law Show set design and production details.
- Complete redesign of the Illinois Jurist magazine and cover to generate new interest and refocus on targeted group.
- Design and produce with campus administrators high profile lecture pieces. Project chosen by the campus administration to run on the official University of Illinois website.
- Oversee photography projects for the College of Law including faculty and student portraits and candid photographs.
- Direct project management in graphical communications including but not limited to concept, design layout, for a variety of printed and website converted publications for college, faculty and administrators.
- Oversight assistance of the Illinois Law website with the Assistant Dean of Communication and includes team with webmaster.
- Oversee student organization Illinois Law Ambassadors for special events.

## TERRY NEUTZ HAYDEN

*Continued*

### Graphic Concentration

#### PROFESSIONAL EXPERIENCE

##### **DIRECTOR OF PUBLICATIONS MEDIA COMMUNICATIONS SPECIALIST**

Division of Intercollegiate Athletics, DIA  
University of Illinois, Champaign  
*August 2000- 2005*

- Perform lead role in the design and production of printed publications.
- Conceptualize and create still and automated graphics for video scoreboard.
- Produced marketing and funding promotional projects.
- Managed color proofing, directed photo shoots, supervised team design efforts.
- Train and provide production/art/computer program skills in department.
- Manage multiple, concurrent projects from print to more complex environmental design graphics.
- Conceptualize and design environmental graphic for sports facilities.
- Maintain production with fast-turnaround, bidding, print schedules and budgets while working with numerous department heads and coaches.
- Assist in computer, program and print troubleshooting.

##### **ART DIRECTOR**

Sports Publishing Inc.  
Champaign, Illinois  
*June 1998-August 2000*

- Designed and produced trade and professional book covers and interior layout templates.
- Schedule production, assist internal departments and authors with art direction.
- Train newspaper authors on design, layout print specs, production and design concepts.
- Attended press checks and coordinated projects with outside vendors.
- Developed extensive scanning & color correcting station, and Ftp site.
- Oversee computer hardware and software needs, purchasing and training.
- Assist in computer, program and print troubleshooting.
- Supervise design department.

##### **ART DIRECTOR**

Admakers Multimedia  
Champaign, Illinois  
*March 1997-June 1998*

- Produced and designed printed and trade show marketing graphics for corporate clients.
- Assisted clients with art direction to develop a corporate identity.
- Juggled short-turnaround production schedules with multiple clients.
- Scheduled production, bid jobs, choose specialized printers to assure best job results.
- Oversee student interns.

##### **GRAPHICS MANAGER**

Ruhl and Associates, Forensic Inc.  
Champaign, Illinois  
*September 1996-March 1997*

- Designed and produced marketing and technical graphics.
- Assisted in production of 3D video production, produced Autocad drawings.
- Constructed 3D courtroom models from blueprints and photographs.
- Created courtroom computer graphics story boards.
- Assist in computer servicing vendor selection.
- Monitor server backups.

##### **ADVERTISING/ART PRODUCTION**

Mahomet Citizen  
Mahomet Illinois  
*February 1994-June 1994*

- Provide computer illustrations.
- Create newspaper ads working with local business.
- Served as backup photographer.
- Developed and printed black and white film.
- Shot line ads, newspaper paste up.

## TERRY NEUTZ HAYDEN

*Continued with additional Career Experience*

### ADDITION TO CAREER

#### Prior to Graphic Concentration

#### Brief descriptions:

### PROFESSIONAL EXPERIENCE

#### FREELANCE DESIGNER

Graphic Innovations  
White Heath, Illinois  
*August 1992-Present*

- Corporate identity, print design and marketing.
- Designing marketing and advertising pieces, book covers and interior layouts, illustrated childrens' books, catalogs.
- Produced computer scientific illustrations for medical, mathematical testing and industrial projects for college text.
- Original Airbrush designs, fine art studio production, photography.

#### LONG ISLAND JEWISH HOSPITAL

Art Therapist  
Long Island, New York  
*September 1989-July 1992*

- Worked as an Art Therapist on both open & locked units in a research psychiatric hospital, created program planning, interviewed, maintained case management of assigned patients utilizing art, music, drama and sports.
- Conducted counseling sessions with patients ranging in ages from 5 years of age to geriatrics with a variety of problems including behavior disorders, psychotic symptoms, adjustment reactions, depression, suicide ideation, low self-esteem, hyperactivity, dementia, schizophrenia and manic depression.
- Completed assessments & documentation on recommended care.
- Participated on an interdisciplinary team of doctors, nurses and clinicians reviewing patient assessments and case conferences.

#### D & A CONSTRUCTION

Architectural Drafting & Estimating  
Long Island, New York  
*August 1988-August 1989*

- Surveyed, inspected, measured & drafted construction sites of fire destruction in both residential & commercial buildings.
- Obtained building permits and obtained fire inspection reports.
- Provided customer estimates of fire damage & projected renovation cost.
- Researched new building materials for the rebuilding projects.
- Met with customers suppling new building materials plan.
- Worked with construction crew, building inspectors, outside contractors and city planners on building sites.
- Represented customer in insurance company settlements for rebuilding.

#### FLAIR MANUFACTURING

Mechanical Design & Drafting  
Long Island New York  
*January 1987-August 1988*

- Reviewed HVAC motor problems, drafted new & revised mechanical changes using Autocad.
- Inspected and revised motor defects with Engineering Department.
- Trouble shooter with production line problems in manufacturing.
- Maintained blueprints & archives.

#### ARMY CORP OF ENGINEERS

Mechanical Research  
Champaign, Illinois  
*March 1984-January 1987*

- Served as an Engineering Research Assistant in the Metallurgy and Mechanical Design Program.
- Projects included videotaping and documentation of railroad testing program, performed field work , maintained rail testing materials.
- Collected country wide rail system blueprints for Army deployment efforts.
- Operated scanning electron microscope inspecting and documenting rail fractures.
- Assisted in Life Cycle analysis for large lock and dam structures and welding research program.

#### CHERNEY CONSTRUCTION

Field Engineer  
Marble Hill Nuclear Site  
Indiana  
*May 1981-January 1984*

- The first woman Field Engineer for Cherney. Supervised two crews of welders' and pipe fitters" in the two Main Stream Tunnels connecting to the Reactor Building.
- Handled all production, scheduling and ordering of all equipment, materials and crews needed to maintain piping/welding site quotas.
- Reviewed mechanical drawings for revision changes, updated and prepared for field reworks.
- Prepared new documentation for Field Engineering and located designated materials in field yards.
- Coordinated design changes with drafting department and verified changes through field inspections.

## TERRY NEUTZ HAYDEN

*Continued Education*

**EDUCATION** • Currently researching programs for the obtainment of my Masters Degree .

**Parkland College, University of Illinois including Fast3 units, UM St. Louis & Chicago Graphic Seminars**  
*1994-On-going*

• Graphic design, web design, HTML, 3D design and animation, illustration

**CW Post, Long Island University**  
Brookville, New York  
Bachelor of Science  
Major Art Therapy/Psychology  
*May 1991*

**Parkland College**  
Champaign, Illinois  
Undergraduate in Fine Arts  
*May 1987*

**Louisville Technical Institute**  
Louisville, Kentucky  
Mechanical Design  
*May 1981*

**University of Kentucky**  
Lexington, Kentucky  
Interior Design/General Studies  
*May 1978*

**VOLUNTEER** • Suicide hotline counselor, design and illustrator children's coloring book on sexual abuse; design, bid and layout Hospice newsletter, assist in Cerebral Palsy School, Cancer Walk team co-coordinator designing and donating team t-shirts as well as designing and donating t-shirt to sell at event to profit cancer research; hosted foreign exchange students in high school through Rotary Club, teach art history to 7th and 8th grades, and assist the Wildcat Feline Rescue in local events.