



CELIA HAZARD DESIGNS

Washington, DC

802 793 8808

CeliaHazardDesigns@gmail.com

CeliaHazard.com

Education

Parsons School of Design

BFA in Communications

Design and Technology

June 2005 - May 2009

DesignLab UX Foundation

February 2022 - March 2022

DesignLab UX Academy

March 2022 - November 2023

Skills

Design Strategy & Thinking

Research & Development

Conceptual Design

Color Theory

Editorial / Print Design

Art Direction

Brand Development

Event Design

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Empathy

Active Listening

Leadership

Team Building

Problem Solving

Communication

Client Management

Customer Service

Public Speaking

Experience

Freelance Design Consultant / Celia Hazard Designs / June 2020 - Present / New York, NY

- Create and synthesize a business ethos into a clear, concise structure that acts as a reference point to all business elements; budget, brand language, marketing strategy, and design.
- Collaborate with business owners to conceptualize brand by establishing color, verbiage, typography, imagery, and graphic elements to convey the soul of the business.
- Establish and manage budgets ranging from \$1,000 - \$20,000 dollars.
- Design and implement a marketing strategy using traditional print ads, Instagram, and Facebook.
- Research, learn, and teach software solutions to business owner or team that will best meet business needs (most commonly used are automated website customization programs, automated scheduling software, shipping solution software, and credit card transaction integrations).
- Generate client starter toolkits to house, explain, and manage all foundational business elements such as brand guidelines, budget, new software, and passwords.

Freelance Event Consultant / AAB Creates / April 2017 - June 2020 / New York, NY

- Collaborated with owner to ensure event design install met all client specifications and budget requirements.
- Managed all event transportation needs for both guests, as well as day-of installation of event vendors.
- Coordinated directly with vendors to ensure all technological requirements were fulfilled by venue.
- Appointed to the bride and groom to ensure all scheduled events were completed without error.
- Troubleshoot event malfunctions through sharp problem solving skills and clear communication.
- Art directed all aspects of event photos with the photographer by styling both people and surroundings.

Visual Director / Man Repeller / August 2018 - February 2019 / New York, NY

- Advocated for and successfully received, a budget for salary increases and title changes for visual department.
- Created and diligently managed visual budget that was reported to the finance team on a monthly basis.
- Designed systems to accurately and efficiently track all visual team budgetary items.
- Researched and implemented software to house all freelance information to help team evaluate their work.
- Managed a team of creatives consisting of interns, freelance illustrators, graphic designers, and photographers.
- Hosted meetings with editorial team to ensure visual assets matched tone and package stories across platforms.
- Worked alongside partnerships team and events team to establish creative expectations, timelines, budgets and allocation of duties, while simultaneously managing the visual team to ensure we met our goals.
- Oversaw the day-to-day production of all photo shoots, layouts, editing, collages, and other graphic work.
- Collaborated with the analytics team to gain insights to track and modify the visual successes or failures.
- Led creative ideation and strategically furthered the visual innovation for Man Repeller.
- Designed and installed all event graphics for Man Repeller x By Chloe holiday pop-up.

Lead Designer / Mediaplanet / November 2014 - August 2018 / New York, NY

- Hired, trained, and managed a team of freelance designers to produce 100+ print awareness campaigns per year.
- Art directed freelance design team to ensure adherence to brand guidelines and troubleshoot design layouts.
- Managed and oversaw junior designer workflow, work quality, deadlines, and professional growth.
- Conceptualized and art directed redesign of new print templates, improving design efficiency and workflow.
- Effectively eliminated systematic failures and costly inefficiencies to improve production workflow.
- Developed training materials and conducted quarterly training sessions to educate the sales staff.
- Collaborated with multiple departments to create perfect all internal and external marketing materials.
- Advised clients on industry standards for optimum engagement for custom designed ads and infographics.
- Developed efficiencies for clients to troubleshoot ad submissions to avoid timely and repetitive interactions.
- Identified weakness in Mediaplanet's social media presence and collaborated with multiple departments to improve engagement, ensure brand consistency, and conceptualized designs for all social platforms.
- Showed eagerness to learn new skills, programs, and researched and developed my own growth opportunities.

Design Manager / Lindsay Landman Events / April 2013 - May 2014 / New York, NY

- Conceptualized and designed event décor, custom graphics, color palettes, linens and floral elements.
- Designed all custom stationary elements such as logos, invitations, menus, posters and guest welcome packages.
- Maintained regular Client communications and budgets consisting of \$50,000 - \$80,000.
- Collaborated with Clients and venues to source goods, manage floor plans and hire vendors.
- Developed production systems and inventory processes that streamlined on-site production and cost.
- Researched materials and production methods/tools to ensure project efficiency and safety.