



DERON HAYES-HIRSCHY

Contact: dhhdesign@yahoo.com or 206-313-1285

Portfolio: dhhdesign.com

Exceptionally organized and innovative design professional. Proven ability to streamline processes, improve systems, and create solutions.

TECHNICAL SKILLS

- Design: *Illustrator, InDesign, InVision, Lightroom, Photoshop, Sketch*
- Web: *Dreamweaver, Drupal, Wordpress*
- Data Visualization: *Power BI, Tableau*
- Office: *Excel, Outlook, Powerpoint, Visio, Word*

PROFESSIONAL SKILLS

- On-brand, user-friendly design solutions
- Problem-solving, prioritizing, and organizing
- Quickly learning new programs and processes
- Working in collaboration and independently
- Project and program management

RELEVANT EXPERIENCE

VULCAN REAL ESTATE

2015 – Present

Vulcan Real Estate directs all real estate investment activities for Vulcan Inc, a Paul G. Allen company, and has created a \$2.9 billion diversified portfolio of high-performing, quality real estate assets.

Designer and Marketing Specialist, Real Estate

Sole designer for Vulcan's real estate team. Responsible for creating marketing collateral in collaboration with Marketing Manager, Vice President, and other high-level stakeholders. In addition, provide administrative and organizational support to marketing & leasing team. Grew role from Administrative Assistant to current responsibilities within 2.5 years.

- Design brochures, advertisements, and signage that support leasing efforts for multimillion-dollar development projects
- Prepare internal and external presentations for Vice President, Public Relations Director, and other team members
- Provide design services to all members of real estate team, including creating maps, event flyers, and modifying floor plans
- Responsible for planning large events, including designing collateral, managing guest list, and procuring catering services and venues
- Ensure that all collateral and presentations follow appropriate brand guidelines
- Organize and maintain marketing & leasing resource files and databases to improve work flow
- Provide administrative support to seven team members, including multiple senior directors and senior managers

FREELANCE DESIGNER

2008 – Present

Provide design services for local and national non-profit organizations, for-profit businesses, and artists.

- Collaborate with clients to create and deploy their new brand, including designing logo, brand aesthetic, and website
- Produce event-specific collateral, such as invitations, posters, and signage, within clients' existing brand guidelines

Sample projects:

- Alchemy Tap Project's brand: Created website, logo, and supporting collateral for local tap performance troupe
- Easter Swing's rebranding: Created new logo and marketing materials to appeal to younger demographic
- Food Lifeline's event materials: Designed invitation, program, and signage for several Food Lifeline fundraisers
- Bike Works' curriculum project: Produced 180-page manual containing Bike Works' lesson plans and procedures

CENTURY BALLROOM

2000 – 2015

Century Ballroom is one of the largest social dance schools in the Pacific Northwest with an average of 700 students/class session and over 1000 dancers/week attending nightly dances.

Designer, Program Manager, and Dance Instructor

Key member of four-person team running Century Ballroom office. Responsible for all design and marketing projects, as well as managing class program. Also taught group and private lessons in multiple social dance styles, including Salsa and West Coast Swing.



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- Handled all Century Ballroom design projects from concept to production
- Managed website redesign, including content strategy, visual design, information architecture, and collaborating with web developer
- Responsible for day-to-day website content management
- Designed brand, website, and menu templates for The Tin Table, Century Ballroom’s restaurant
- Developed and implemented class curriculum and taught lessons for individuals and groups up to 500
- Maintained and organized class data and records, including tracking and analyzing registration trends

BORDERS BOOKS & MUSIC

1996 – 2002

Former international book and music retailer with over 500 stores in the United States.

Assistant Manager of Training

Joined Borders team in high school and soon became one of youngest assistant managers company-wide. Attended management training in Ann Arbor, MI and held multiple positions in Tacoma and Seattle.

- Trained staff on customer service, phone protocol, policies and procedures, and other facets of business
- Supervised a team of employees – responsible for customer service, section controls, and performance reviews
- Helped open new store in California, including stocking merchandise and training all new staff

EDUCATION

Certificate: UI Design Specialization (6 mo, part-time program)	<i>University of Michigan (via Coursera)</i>	Current
Certificate: Data Visualization (9 mo, part-time program)	<i>University of Washington</i>	2017
A.A. Degree: Graphic Design (2 yr, full-time program)	<i>Seattle Central Creative Academy</i>	2008
B.A. Degree: International Studies	<i>University of Washington</i>	2004

ADDITIONAL EXPERIENCE

- Currently participating in Hexagon UX Mentorship program as mentee in order to further develop UX skills and knowledge
- Choreographer, coach, and performer for Seattle Dances, Plymouth Housing’s annual charity dance competition that consistently raises \$800k-\$1M
- Volunteered as Marketing Lead for Easter Swing, an annual West Coast Swing convention with over 500 international attendees