

Hadley Gustafson

Carrboro, NC | 919.923.9360 | hadleygus@nc.rr.com | www.hadleygdesign.com

Communication Competencies

- communicating with clients, assessing their needs
- fueling a passion for inspired design and writing
- brainstorming
- collaborating with a team of designers, photographers, writers, editors and programmers
- crafting news, expository and fiction writing
- directing design and photo work constructively
- creating/maintaining branding strategies
- creating concepts and drawing thumbnails
- developing creative, communicative solutions
- creating illustration (in both traditional and digital media, including 3D and animation)
- transforming data into info graphics and maps
- performing digital photography (including underwater)
- performing advanced photo manipulation
- editing audio and video
- designing and executing web sites
- using technology to develop more efficient processes (e.g. programming actions to batch-process photos; structuring xml-to-indd import)
- managing multi-page document projects
- coordinating print specifications and bids with vendors
- finessing type
- meeting multiple deadlines, budgets and goals

Software

Adobe CS4 (Dreamweaver, Flash, Illustrator, InDesign and Photoshop;) Maya; Microsoft Office

Design Awards

Bronze Raleigh-Durham Advertising Federation ADDY® Award 2008

Duke Integrative Medicine Mindfulness-Based Stress Reduction CD Set Packaging

Gold Austin Advertising Federation ADDY® Award 2005

Collateral Material: Stationery Package: Nepal Resort Paper System

Career Highlights

UNC-Chapel Hill School of Journalism and Mass Communication, Graduate Assistant to Dr. C. A. Tuggle.

Update and redesign carolinaweek.org; coordinate for Las Abuelas documentary project. August 2009-present.

Duke Creative Services, Durham, NC. Senior Art Director. Design and execution of ads, collateral, logos, Web pages

and other materials consistent with Duke University Health System brand standards. 2007-2009

Hadley Gustafson Graphic Design, Chapel Hill, NC and Austin, TX. Freelance designer. Pro-bono projects for

hospice, cat refuge and breast cancer treatment. 2006-2009

Jennings Co, Chapel Hill, NC. Art Director. Projects for Volvo Trucks and Häfele Hardware. 2007

Tocquigny Advertising, Austin, TX. Production Artist. Print and web for Dell, AMD and Caterpillar. 2005-2006

Yoga Yoga, Austin, TX. Graphic Designer, 2005

Texas State Senate Publishing and Printing, Austin, TX. Designer/Prepress Pro, 2005

Austin Community College Visual Communication Department. Designer/Teaching Assistant, 2004-2005

Sibley/Peteet Design, Austin, TX. Design Intern, 2004

Saint George's Preschool, Austin, TX. Art Teacher, 2001-2002

Googleplex Management, Seattle, WA. Designer, music promoter, writer, manager and booking agent, 1994-2001

Spy Magazine, New York, NY. Art Department Intern, 1991

Education

UNC-Chapel Hill School of Journalism and Mass Communication, M.A. Program. Roy H. Park Fellow. 2011

Austin Community College, Austin, TX. Graphic Design Certificate. Scholastic Leadership, 3.72 GPA. 2005

- Coursework including Web Design, Art Direction, Typography and Color Theory

- AIGA (formerly American Institute of Graphic Arts) Liaison, Design Club Program Chair

Wesleyan University, Middletown, CT. BA Honors: Studio Art/Architecture. Javanese Gamelan player. 1993

Columbia University, New York, NY and Paris, France. "Shape of Two Cities" Program. 1992

Graduate school studies in Architecture, Urban Planning and Preservation