

MARK HAYES

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SENIOR MULTIMEDIA & MOTION DESIGNER | ART DIRECTOR | BRAND STORYTELLER

Award-winning creative leader with over 20 years of experience shaping visual narratives across broadcast, corporate, and digital platforms. A strong record of delivering brand aligned creative deliverables under tight deadlines while using innovative technology and AI to improve workflow efficiency.

Other interests outside of work includes composing fine arts projects that keep my creativity sharp and inspire new visual ideas. Also enjoy viewing films and engaging in landscaping projects, both of which helps facilitate relaxation, observation of composition, and drives inspiration.

CORE STRENGTHS

Art Direction, Motion Graphics, Video Production, Brand Development, Integrated Campaigns, Digital Design, Design Systems, Corporate Communications, Creative Leadership, AI Driven Workflows

PROFESSIONAL EXPERIENCE

Southern Company Gas - Senior Multimedia Designer Feb 2023 to Present

- Lead concept and production of motion graphics and executive-level video communications utilized across enterprise-wide platforms.
- Plan and produce social media visuals and short-form content.
- Use AI tools to support concepting and content development.
- Deliver brand aligned graphics, videos and presentations.
- Manage projects from concept through final delivery and post production.
- Partner with communications teams to ensure consistent messaging.

Emory University - Associate Director Graphic Design and Creative Strategy Nov 2021 to Jan 2023-

- Developed and directed creative strategy for engagement campaigns.
- Delivered digital, print, social, and event communications.
- Coordinated with internal teams and external vendors.
- Used performance insights to strengthen communication results.

Georgia Power - Senior Digital Designer and Art Director Oct 2005 to Sep 2021

- Directed concept development for marketing initiatives.
- Produced print and digital assets supporting brand and revenue objectives.
- Managed complex creative project workflows.
- Maintained consistent brand identity across platforms.

MH Creative - Owner and Creative Director Oct 2010 to Present

- Founded and lead creative studio providing branding and digital design.
- Direct a team of independent creatives with strategy, design, motion graphics, and UX for a variety of client projects.
- Serve various clients including Coca Cola, NBA, NFL, Sony Pictures, Morgan Stanley, and Warner Bros and more.
- Adopted AI enabled workflows to improve speed and impact.

Scientific Games International - Senior Concept Graphic Designer Apr 2003 to Sep 2005

- Led creative development for national lottery products.
- Coached and mentored junior designers.
- Helped support launch of the company electronic lottery ticket.
- Worked with state lottery teams on customized design solutions.

The Coca Cola Company - Senior Designer Nov 2000 to Mar 2003

- Created marketing campaigns and partner toolkits.
- Designed materials for major brands including Sprite and Diet Coke.
- Presented concepts to marketing and partner teams.

EDUCATION

School of Visual Arts NYC, BFA Advertising and Graphic Design

Young and Rubicam NYC, Art Direction and Advertising Coursework

Art Institute of Atlanta, Multimedia Studies

Ragan, Social Media Strategy Certificate Course

Ragan, AI for Communicators Certificate

SKILLS & TECHNOLOGY

Social Media Campaigns, Marketing Campaigns, Adobe Creative Suite, Microsoft Suite, Advertising Design, Project Management, Marketing Asset Management, Package Design, Art Direction, Layout Design, Video Editing, E-commerce, Social Media, Squarespace Software, Educational Design, Sketch Software, Photo Retouching, Microsoft Sharepoint, Slack, ChatGTP & Copilot Prompting, Midjourney AI, Leonardo AI, Sora AI

AWARDS & AFFILIATIONS

GDU In House Design Award Georgia Power

Amy Award Philips Arena Experience

AIGA Member

Volunteer teacher - Four Corners Group Restoring Hope for Youth in Crisis