



BRENDA HAWLEY

Strategic Designer & Creative Jill-of-All-Trades

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HELLO!

I'm a multidisciplinary designer who creates with emphases on design strategy, experience design, and storytelling. My social-psych curiosities drive research & innovation to create deeper human connections to both each other and the natural world.

RELEVANT EXPERIENCE

Graduate Course Assistant, MFA Interaction Design, School of Visual Arts
2020 – Current | New York, NY

- Assist professors in facilitating and organizing classes: Hello World, Entrepreneurial Design, Augment Idea into Reality, Thesis Presentation

Creative Direction & Graphic Design, Freelance, 2017 – Present

- Art direction and presentation design for global luxury expedition cruiseline.
- Creative direction, brand strategy, market research and design of mens and womens travel fashion brand.

Designer, U.S. Polo Assn., 2014 – 2017 | West Palm Beach, FL & New York, NY

- Led creative direction for \$193M childrens business, developing and executing a compelling kids-focused design strategy that was adopted and executed by global partners.
- Analyzed cryptic user feedback to overhaul bi-annual design workbook, organized information flow, breached language barriers and visually communicated brand vision and seasonal direction to licensees.
- Redesigned retail experience to create a global brand standard by executing interior and exterior store design and key elements, retail marketing and signage, and seasonal visual merchandising directive including windows and product.
- Facilitated meetings to communicate seasonal design strategy to global licensing partners, executives and marketing teams.
- Conducted market and trend research for seasonal design direction.
- Managed freelancers to complete wide scope of fast-paced, time-sensitive projects.

PREVIOUS EXPERIENCE

While it appears aesthetically focused, fashion design is rooted in research, ethnography and design thinking, supporting an analytical and strategic design foundation. Working with small teams taught me adaptability, versatility and grit.

Consultant, Elizabeth & Jane Swimwear, 2014 – 2015 | Bellevue, WA

Art Specialist, Microsoft (Contract), 2013 – 2014 | Redmond, WA

Technical Designer, A. Tiziano, 2011 – 2013 | Kent, WA

Designer, EnviroVogue (Contract), 2011 – 2014 | Seattle, WA

Designer, BabyLegs (Contract), 2010 – 2011 | Seattle, WA

PORTFOLIO

brendahawley.com

EDUCATION

School of Visual Arts

MFA, Interaction Design,
2022

Antioch University Seattle

BA, Liberal Arts, focus in Art
and Design, 2020

Art Institute of Seattle

AA, Fashion Design, 2011

SKILLS

Design Strategy
Creative Direction
Storytelling
Research
Interaction Design
Visual Design
Digital Design
Print Design
Illustration
Innovation
Client Relations

TOOLS

Illustrator
Photoshop
InDesign
XD
Premier Pro
Keynote
Figma
G Suite
Microsoft Office