BRANDON HAYES

Art Director | Creative Director | Brand, Print & Broadcast Design

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PROFESSIONAL SUMMARY

Creative leader with 20+ years of experience in art direction, creative direction, graphic design, and commercial print production. Founder and owner of a Los Angeles design and print company since 2008, directing branding, signage, apparel, and marketing work from concept through final output. Former Creative Director for a national publication and Art Director of a university print shop, with parallel freelance work in broadcast and motion graphics. Known for owning full-cycle delivery under tight deadlines, holding a high quality bar on high-volume work, and building lasting client and vendor relationships. Seeking an Art Director or Creative Director role to lead creative vision and execution.

CORE SKILLS

Creative Leadership: Creative direction, art direction, brand identity and logo systems, client presentations, team and vendor leadership

Design: Branding packages, marketing collateral, billboards, banners, large-format signage, apparel graphics, editorial and book layout

Broadcast & Motion: Broadcast graphics, lower thirds, video promo visuals, computer animation and video composition

Production: Commercial print, garment printing, blueprints and technical documents, workflow optimization, quality control

Software: Adobe Photoshop, Adobe Illustrator

PROFESSIONAL EXPERIENCE

Founder, Owner & Operator — 2008 – Present

Copaprint and More | Los Angeles, CA | copaprint.com

- Founded and built a full-service graphic design and commercial printing company, running it for 18+ years.
- Direct and design logos, branding packages, business cards, banners, billboards, signage, and marketing materials.
- Oversee all business operations, production, quality control, and client relations, driving strong repeat and referral business.
- Deliver high-volume projects with limited resources while consistently meeting aggressive deadlines.

Video Graphic Artist (Freelance) — 2008 – Present

Various Clients | Los Angeles, CA

- Design broadcast graphics, lower thirds, and visual elements for video productions and promotional campaigns.
- Partner with clients and production teams to execute creative, on-brand solutions for digital and broadcast environments.

Garment Printer & Printing Operations Manager — 2023 – 2026

Pix Exchange | Torrance, CA

- Designed custom apparel graphics in Adobe Photoshop and Illustrator, delivering high-volume, high-quality output for client projects.
- Ran end-to-end garment printing operations, streamlining workflows for efficiency and consistently premium results.
- Worked directly with clients to create distinctive, on-brand designs under tight deadlines.

Creative Director & Graphic Artist **2005 – 2007**

Employment Guide (National Publication) | Memphis, TN

- Led design as primary graphic designer in a two-person department, owning the layout and design of every article and advertisement.
- Produced polished, publication-ready designs under a heavy workload.
- Mastered tight-deadline management and high-efficiency production workflows.

Manager & Art Director **2004 – 2005**

University of Memphis Campus Print Shop | Memphis, TN

- Directed campus-wide printing operations for all books, documents, and materials in a professional, non-student operation.
- Personally laid out and designed 100+ books, each exceeding 100 pages, for multiple university departments.
- Oversaw production, distribution, and quality control, delivering under pressure and earning the trust of departments across campus.

EARLIER EXPERIENCE | MEMPHIS, TN

Call Center Manager – Technical Support, AT&T **2005 – 2007**

Led technical support teams, sharpening problem-solving, customer service, and management skills.

Accounts Manager, Tubelite Sign Supplier **2004 – 2005**

Managed sales and order placement for neon signs and supplies, building strong vendor relationships and supply-chain knowledge.

Production Manager, Fast Signs **2003 – 2004**

Promoted from part-time to full-time Production Manager; oversaw all sign, print, and large-format production leaving the store, ensuring quality and on-time delivery. Gained the operational expertise that led to founding an independent sign business.

General Artist / Blueprint Specialist, Campbell Blueprint **2002 – 2003**

Designed and printed custom blueprints, technical documents, and general print items, handling every stage from client intake to final output.

EDUCATION

Bachelor of Science, Computer Animation and Video Composition **2004**

Full Sail University, Orlando, FL | Minor in Audio Recording

Bachelor of Fine Arts **2006**

University of Memphis, Memphis, TN | Minor in Sports Science

Bachelor of Science in Art **2000**

University of Central Florida, Orlando, FL | Minor in Sports Science