



Glen Hawkins
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Award-winning designer and art director, with over twenty years of agency experience in branding, print, digital, and live event design for world-class brands. An independent, experienced, and self motivated senior designer with a demonstrated work history in financial services, government, information technology, and highly regulated industries.

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Hi Identity Branding | 03/2020 - Present | Founder and Creative Director

Launched and operated design studio focused on branding for the cannabis industry. Responsible for client relations, business development, creative execution, and project management

- Created Hi Identity Branding name, logo, website, social assets, and sales collateral that has resulted in growing client list from 0 to 65 over the first two years of operation
- Designed logo systems, mood boards, and style guides for 12 new brands
- Created over 150 digital promotions for eight California cannabis brands
- Created and managed development teams for 8 responsive ecommerce websites
- Built digital marketing assets for 5 social media campaigns
- Recruited and directed a network of 20 designers, writers, editors, developers, and vendors to execute client work
- Performed project management and client relations responsibilities for an average of 8-10 clients per month

Ladyjane Branding | 12/2018 - 02/2020 | Partner and Creative Director

Developed partnership with brand strategist to create the first agency focused on brand strategy for highly regulated industries

- Developed and executed campaigns and marketing materials throughout the customer journey for the agency resulting in 19 new client engagements in the first 15 months
- Built, executed, and supported unique trade show experiences at 10 events across the country in the first 12 months of operation
- Established brand guidelines and visual systems that supported consistent cross-channel brand identity for the agency
- Recruited, hired, managed, mentored, and provided art directed 8 freelance creatives

Cramer | 07/2014 - 12/2018 | Senior Art Director

Senior creative team leader driving change in fast-paced agency setting, managing client feedback and tight deadlines

- Responsible for creative concepts and execution of corporate events and brand activations across print, digital, video, and brand experience
- Branded and designed graphics for the annual IBM Security Summit meeting for 4 years, resulting in client retention and multiple client engagements for the agency
- Created a style guide and graphics package for the IBM Security Summit, distributed to IBM offices worldwide, reaching over 10,000 of the world's top cybersecurity experts resulting in a consistently branded roll-out of the event in cities around the world
- Collaborated with copywriting team in creating national promotional campaign for Fujifilm Woman's Health
- Developed theme graphics and designed assets for Marriott Hotel's national sales meetings, resulting in deepening the agency relationship with Marriott leading to increased client retention



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Jack Morton Worldwide | 04/2014 - 07/2014 | Digital Art Director (Contract)

- Executed webdesign for Charles Schwab from to concept development, on-brand design mock-ups creation of prototypes, final production files
- Directed and collaborated with internal web development team

OHO Interactive | 09/2013 - 04/2014 | Creative Director (Contract)

- Collaborated with UX/UI and Drupal development teams to create websites for higher education institutions.
- Led creative team through a leadership transition period designing websites for St. John's University, TUI Travel, and The Museum of Science, Boston.

451 MARKETING (Zozimus) | 05/2006 - 09/2013 | Creative Director

- Hands-on creative director for B2B and B2C customers
- Supported the growth of a start-up ad agency resulting in increased headcount from 3 to 60 people
- Branded and designed 7800 square foot pavilion at Bio International trade show for the Massachusetts Biotechnology Council (MassBio) providing MassBio a leadership presence on the biotechnology industry world's stage
- Built the 451 Marketing creative team through recruiting, mentoring, and training creative talent

HAWKINS CREATIVE SERVICES | 09/1996 - 05/2006 | Freelance Designer

- Hands-on graphic designer creating marketing communications and corporate identity solutions
- Branded the Rational Software User Conference for 6 consecutive years culminating with Rational's acquisition by IBM
- Devised concept-led campaigns for the MIT Enterprise Forum (Massachusetts Institute of Technology), leading to substantial growth in attendance and revenue year-over-year for 6 years

EDUCATION

Massachusetts College of Art and Design, BFA Graphic Design

SKILLS

Creative Concepting, Brand Development, Art Direction, Content Direction, Adobe Creative Suite, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe XD, PowerPoint, Word, Canva, Beautiful.ai, Airtable, Copywriting, Photography, Typography, Layout, Color Theory, Brand System Implementation, Presentations, 360 Campaigns, Time Management, Team-building, Brand Positioning, Client Relations, Marketing, Sales, Collaborative, Team Building, Interpersonal Communication