

1107 WESTLAWN BLVD. • MURFEESBORO, TN 37128 • 615-631-0801
BRIAN@BRIANHAYS.ME

BRIAN HAYS

Graphic Designer / Multimedia Developer / User Interface Specialist

AREAS OF EXPERTISE

- ✓ **Excellent leadership skills in learning technology team and project management**
- ✓ Demonstrated depth of knowledge in all areas pertaining to development of **project planning, technical strategies, marketing solutions, UI design and development**
- ✓ Superior **consultative, interpersonal, communication and executive presentation skills**
- ✓ Seasoned **relationship builder with strong consultative skills** strong abilities to move concepts to completion.
- ✓ Specialist in the **deployment of marketing strategies** leveraging **social media, audio/video and podcasting** used to drive business productivity and efficiencies

PROFESSIONAL BACKGROUND

Senior Instructional Designer and Consultant, Learning Solutions: Training, eLearning & Knowledge Management

Hospital Corporation of America, Nashville, TN, March 2006–May 2018

- Lead UI designer on multiple high profile intranet web applications and websites
- Interprets business strategy at the organizational and regional levels in order to translate goals into appropriate elearning performance strategies for largest for-profit hospital company in U.S. (200 locations, 150,000+ learners)
- Driver/leader of corporate wide learning technology solutions projects
- Transformed training department into for-profit line of business with leadership accountability for implementing strategic eLearning and blended solutions supporting internal and external client needs
- Leader in leveraging emerging technologies to create rapid deployment web application platforms for training developers and SME's throughout the organization
- Vision leader in social training technology and strategies to develop new lines knowledge sharing and just in time training
- Audio/video studio manager and production designer
- Logo design for corporate initiatives such as MERT and High Availability business lines.

Computer Specialist, Program Training Manager

Ozark Technical Community College, Springfield, MO, July 2003 to February 2006

- Develop and design training strategies to meet the demands of area business in employee competencies in the area of computer technologies
- Managed and scheduled 120 computer technology classes each semester providing over site and support to both classes and mentored a contract staff of five trainers
- Taught in classroom five days a week in the areas of multimedia and web technologies as well development strategies

Creative Director / Designer

HiddenMind Technologies, LLC. (HMT), Dunwoody, GA July 2002 to November 2002

- Interprets business strategy to Direct the design of marketing strategies and materials for both printed and web based systems
- Design and develop materials to promote the mobile technology solutions for national and international clients

Creative Director, Multimedia Designer

HALO ISDG, Roswell, GA, September 1999 to August 2001

- Combine existing marketing and creative strategies of clients to create multimedia solutions for web and interactive CD/DVD projects
- Shaped marketing message into visually powerful PowerPoint presentations for the lead salesman and sales team

EDUCATION

Bachelor's Degree, Graphic
Design

Louisiana Tech University,
Ruston, Louisiana

CERTIFICATION, ACHEIVEMENTS & AFFLIATIONS

- Participated in and completed 8 hours of Rapid Task Analysis (RTA) training
- *Barre11.com*, Bootstrap design and layout.
- *2nd place winner, Macromedia UCON Conference, 1999* Website design competition with Todd Purgason of [JUXT Interactive, Inc.](#) We used FreeHand and Flash to create the site in six hours.