

Hayden Garland

Graphic Designer

Los Angeles, CA

CONTACT

haydengarland.com

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SKILLS

Visual Communication

Brand Identity
Concept Development
Typography
Layout Design
Visual Storytelling

Software

Adobe Creative Suite (Ai, Ps, Id, & Ae)
Microsoft Office Suite (Word, PPT & Excel)
Wix Studio / Website Design

Creative Production

Image Making
Screen-Printing
Analog Techniques & Textures
Photography

Digital & Marketing

Social Media
Digital Marketing
Content Creation



HAYDENGARLAND.COM



EDUCATION

MFA Graphic Design

Otis College of Art & Design - Los Angeles, CA
05/17/2026 [Date of Graduation]

BA Graphic Design

Minor: Innovation & Entrepreneurship

Ohio Dominican University - Columbus, OH
08/2020 - 05/2024 [Division II College Soccer]

EXPERIENCE

MYHOMETEAMTURF™ [Graphic Design & Marketing] Los Angeles, CA | 08/2025–Present *FREELANCE*

Collaborate directly with the founder of a woman-owned sports licensing startup to rebrand and align visual identity with a growing portfolio of officially licensed MLB and NCAA products and the brand's launch on Fanatics. Developing a unified brand narrative while producing social media content, logo assets, product mockups, business cards, and a refreshed brand playbook to support ongoing marketing efforts.

614SNEAKER II [Graphic Design & Creative Director] Columbus, OH & Remote | 08/2024–Present *FREELANCE*

Continue as the company's sole designer following relocation for graduate school, leading creative direction for major initiatives. Produce campaign poster series, grand opening materials for the second location, signage, business cards, merchandise mockups, and a comprehensive branding playbook, while overseeing design for the upcoming larger storefront and updated website layouts in support of the brand's 2026 expansion.

GARLANDBRANDSHOP [Graphic Design & Marketing] Los Angeles, CA | 06/2020–Present *FOUNDER*

Founder of a sneaker, streetwear, and vintage resale business, managing branding, photography, marketing on Grailed, eBay & Depop, as well as haydengarland.com. Built a cohesive brand identity and product photography standards while developing expertise in market research, authentication, pricing strategy, and data analysis. Achieved 1,550+ sales, \$400K+ in revenue, \$62K in profit, and 500+ reviews

MBI VINTAGE [Floor Sales & Creative Support] Manhattan Beach, CA | 06/2025–Present *PART-TIME*

Support daily operations at a vintage sportswear shop specializing in 1980s–Y2K apparel, independently managing floor sales, customer assistance, organization, and item sourcing. Leverage the role as a design resource by studying vintage graphics, documenting inspiration, and deepening knowledge of traditional screen-printing techniques while engaging with diversified customer base in high-traffic retail.

614SNEAKER [Store Manager & Graphic Designer] Columbus, OH | 07/2023–08/2024 *PART-TIME*

Led day-to-day operations at the original Columbus location, managing staff, schedules, in-store buying, and customer transactions in a high-traffic retail environment. Directed team members while building the brand's visual identity from the ground up, designing the logo system, store branding, social media graphics, posters, print collateral, and business cards that shaped the brand's early in-store and online presence.

PLANIT STUDIOS [Graphic Design & Marketing] Columbus, OH | 05/2024–08/2024 *INTERNSHIP*

Supported a multidisciplinary landscape architecture and experiential design studio by redesigning their full website in Wix. Including content organization of 100+ client projects, UX structure, and a custom hero animation. Participated in client meetings, conducted on-site project photography. Worked 30-40 hours weekly.