

CAMILLE
HAYES

PORTFOLIO



EVENT THEME/ART & ENVIRONMENTAL SIGNAGE

PROJECT DESCRIPTION:

I was hired to create the theme and design all merchandise, signage, printed materials, mailings, social media graphics, and race gear for the 2019 Twilight Criterium race in Athens, GA. This event started in 1979, so the theme I decided to use throughout the project was "40 Years of Gears." This theme, along with some vintage designs were carried throughout all aspects of the festival. This project is still in-progress, but you will be able to see all the components live on April 26-27!



UGA Performing Arts Center
UNIVERSITY OF GEORGIA
TIX: \$12 Adults
/\$6 Students
PAC.UGA.EDU

COVER DESIGN

PROJECT DESCRIPTION

I was tasked with photographing our Director of Bands Cynthia Johnston Turner for use with her article in the nationally-produced magazine, The Instrumentalist. My photo was chosen to be the cover photo for the entire issue.



PRINT ADS

PROJECT DESCRIPTION:

Here are a few print ads I designed for the Hugh Hodgson School of Music.

 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA

*Inspiring musicians,
one student at a time.*



— **FACULTY** —
Levon Ambartsumian violin · Michael Heald violin
Shakhida Azimkhodjaeva violin · Maggie Snyder viola
David Starkweather cello · Milton Masciadri double bass
Daniel Bolshoy guitar · Monica Hargrave harp

— **ENSEMBLES** —
UGA Symphony Orchestra · ARCO Chamber Orchestra
Graduate String Quartet Assistantships

— **OPPORTUNITIES** —
Undergraduate Scholarships & Graduate Assistantships Available
UGA String Project · Masterclasses with Guest Artists · Annual Double Bass Symposium
Student Travel Grants · Study Abroad in Italy with World-Renowned Faculty

STRINGS DEGREE PROGRAMS
BMus, MM, DMA

music.uga.edu @UGAMusic    



 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA

You can say you knew them when...

**OVER 350 CONCERTS
ANNUALLY!**

Follow for concert info & updates! { @UGAMusic    YouTube }

music.uga.edu

*Ticket Sales
Support Student
Scholarships*

For tickets,
call 706-542-4400
or visit pac.uga.edu


250 River Rd. | Athens, GA | 30602

 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA



COMMIT TO THE 

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 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA




CONCERTS AT 7:30 PM

Ticket sales directly support student scholarships!

THURS 3/21 HODGSON SINGERS HODGSON HALL \$20
THURS 3/28 HODGSON WIND ENSEMBLE HODGSON HALL \$12
TUES 4/9 ARCO CONCERT HODGSON HALL \$12
THURS 4/18 BEYOND THE ENGLISH STRING ORCHESTRA HODGSON HALL \$20
TUES 4/23 HODGSON WIND ENSEMBLE HODGSON HALL \$12
THURS 4/25 UGASO AND COMBINED CHOIRS HODGSON HALL \$12
MAY 12-21 CHAMBER MUSIC ATHENS FESTIVAL
FOR TICKETS: 706.542.4400

music.uga.edu | 250 River Road | Athens, GA 30602

 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA




— **ENSEMBLES** —
UGA Symphony Orchestra · ARCO Chamber Orchestra
Graduate String Quartet Assistantships

— **OPPORTUNITIES** —
Undergraduate Scholarships & Graduate Assistantships Available
Masterclasses with Guest Artists · UGA String Project
Travel Grants · Study Abroad in Italy with World-Renowned Faculty

STRINGS DEGREE PROGRAMS
BMus, MM, DMA

— **HARP FACULTY** —
Monica Hargrave

music.uga.edu
@UGAMusic    



Daniel Bolshoy, Lecturer
University of Georgia
D'Neiro Strings
Gold Performing Artist

 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA

DEGREE PROGRAMS:
Doctor of Musical Arts } *Guitar Performance*
Master of Music }
Bachelor of Music }
Bachelor of Music in Music Education
Bachelor of Music in Music Therapy

Scholarships and
Teaching Assistantships Available

Study Abroad in Italy with
World-Renowned Faculty

For more information and area-specific audition dates, visit: **music.uga.edu/strings**



 **Hugh Hodgson School of Music**
UNIVERSITY OF GEORGIA

COMMIT TO THE 

Tickets, showtimes, information and more at...
music.uga.edu
@UGAMusic    

CORPORATE COLLATERAL

PROJECT DESCRIPTION:

The developer of The Beacon in Atlanta asked me to redesign his lookbook. The Beacon is a destination in Grant Park where the Beltline Trail will end. It will be the Grant Park` end, much like Ponce City Market is at the beginning of The Beltline. For this project I created the corporate lookbook, as well as a leave behind that was used to hand out for The Summer Shade Festival that The Beacon sponsored.



A PELLERIN REAL ESTATE PROJECT



THE BEACON ATLANTA HAS MADE A SPACE FOR INSPIRED URBAN LIVING



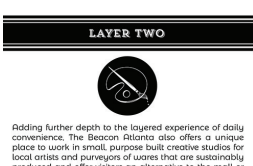
Representing over \$20 million of investment through the renovation of six industrial warehouses into the cornerstones of a walkable, 9-acre district blocks from Zoo Atlanta. With 110,000 square feet, The Beacon Atlanta offers a unique mix of day and evening activities in a "layered neighborhood experience."



THE FIRST LAYER BRINGS DAILY CONVENIENCE TO THE NEIGHBORHOOD:

- Grant St. Corridor
- Cafe de Ville
- The First Running School
- Covered Hall Bar
- Head Thy Self Spa
- WellSpring Integrative Psychology
- O'Brien Psychotherapy
- Shannon Ring, LIFT

Additional daily conveniences and services include over 13,000 sq ft of office space opened to local, creative firms that serve the business community. Third Street Goods is a neighborhood market that combines the freshness of a farmers market and the convenience of a big home grocery. It one-stop-shop offering seasonal and regional products and as many locally produced foods as possible. Be Local Private Studio will add to the health services with a Pilates, Denso.



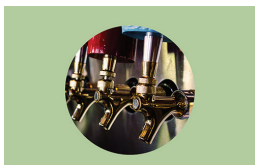
ADDING FURTHER DEPTH TO THE LAYERED EXPERIENCE OF DAILY CONVENIENCE, THE BEACON ATLANTA ALSO OFFERS A UNIQUE PLACE TO WORK IN SMALL, PURPOSE BUILT CREATIVE STUDIOS FOR LOCAL ARTISTS AND PURVEYORS OF GOODS THAT ARE SUSTAINABLY PRODUCED AND OFFER VISITORS AN ALTERNATIVE TO THE MALL OR E-COMMERCE.



Artisanal food and beverage production facilities making cold brew coffee and nut milk currently exist with room to add more commercial kitchen space. Eateries and watering holes will offer workers and visitors a variety of food and beverage choices.



In the evening, the experience expands, adding more culinary and cultural opportunities for those who come. Restaurants range from family-oriented eateries (including a new Mexican concept from the proprietors of El Mexicano) as well as an entertainment focused bar and grill from Grant Park Public House that will have games to entertain kids and adults to destinations for the foodie and music crowd with Thagpie's Caribbean Brio and Churchill Grounds. Atlanta's Premier Jazz Destination for good music, food and drinks.



In Grant Hall, enjoy a beer from the Bar, a cookie or cupcake from R House Cookie or Baker Duke and take a stroll through the Artists' Walk - boasting working and exhibition studios from local artists including Michael Colley, Audrey Morrison, Jeno Dost and Oust.



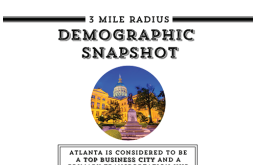
OUTDOOR GREENSPACE WILL CREATE SPACE TO HOST EVENTS, THESE EVENTS WILL RANGE FROM MUSIC, TO EDUCATION TO MOVIE SHOWINGS ON THE BANK OF THE BELTLINE.



3 MILE RADIUS DEMOGRAPHIC SNAPSHOT

POPULATION BY AGE	Median Age: 32.6
0 - 4	1,100
5 - 9	5,549
10 - 14	4,817
15 - 19	9,635
20 - 24	15,927
25 - 34	21,649
35 - 44	16,375
45 - 54	12,196
55 - 64	6,696
65 - 74	4,910
75 - 84	2,431
85+	894

TOTAL POPULATION 117,325



3 MILE RADIUS DEMOGRAPHIC SNAPSHOT

HOUSEHOLD INCOME	Average Household Income \$36,321
0 - 9,999	12.5%
10,000 - 14,999	12.5%
15,000 - 24,999	25.0%
25,000 - 34,999	12.5%
35,000 - 49,999	12.5%
50,000 - 74,999	12.5%
75,000 - 99,999	12.5%
100,000+	12.5%

Median Household Income \$36,321



BEACON ATLANTA



BEACON ATLANTA



THE BEACON ATLANTA

A PELLERIN REAL ESTATE PROJECT

PROUD SPONSOR OF THE SUMMER SHADE FESTIVAL

The Beacon Atlanta will become the next significant lifestyle destination along the Atlanta Beltline, nestled into a stretch on the highly anticipated Southside Trail. The district will not only be a respite for active Beltliners, but also part of daily life for its Grant Park neighbors and a draw for all Atlantans seeking a unique cultural experience. The Beacon Atlanta will be a model for

INSPIRED URBAN LIVING.

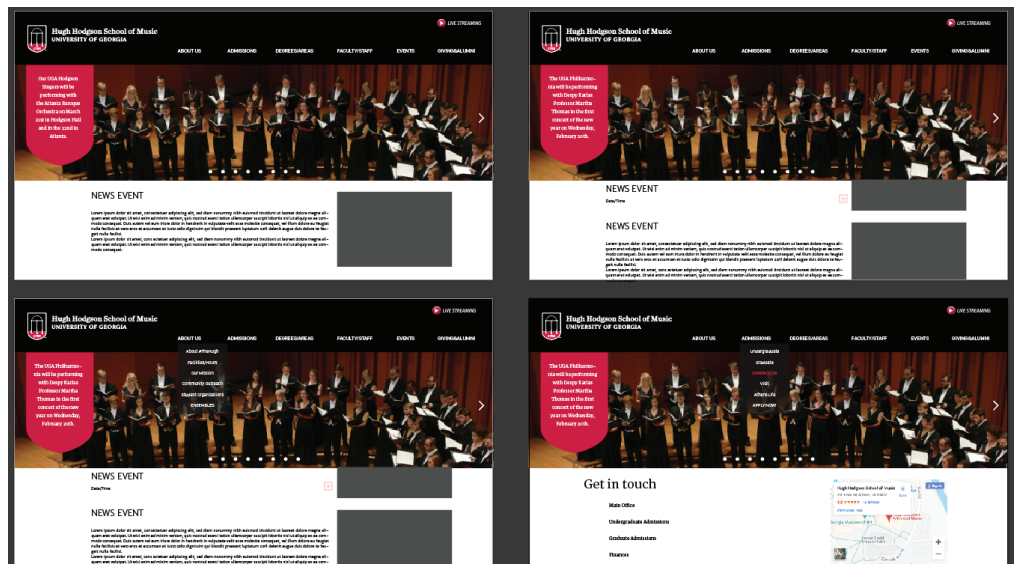
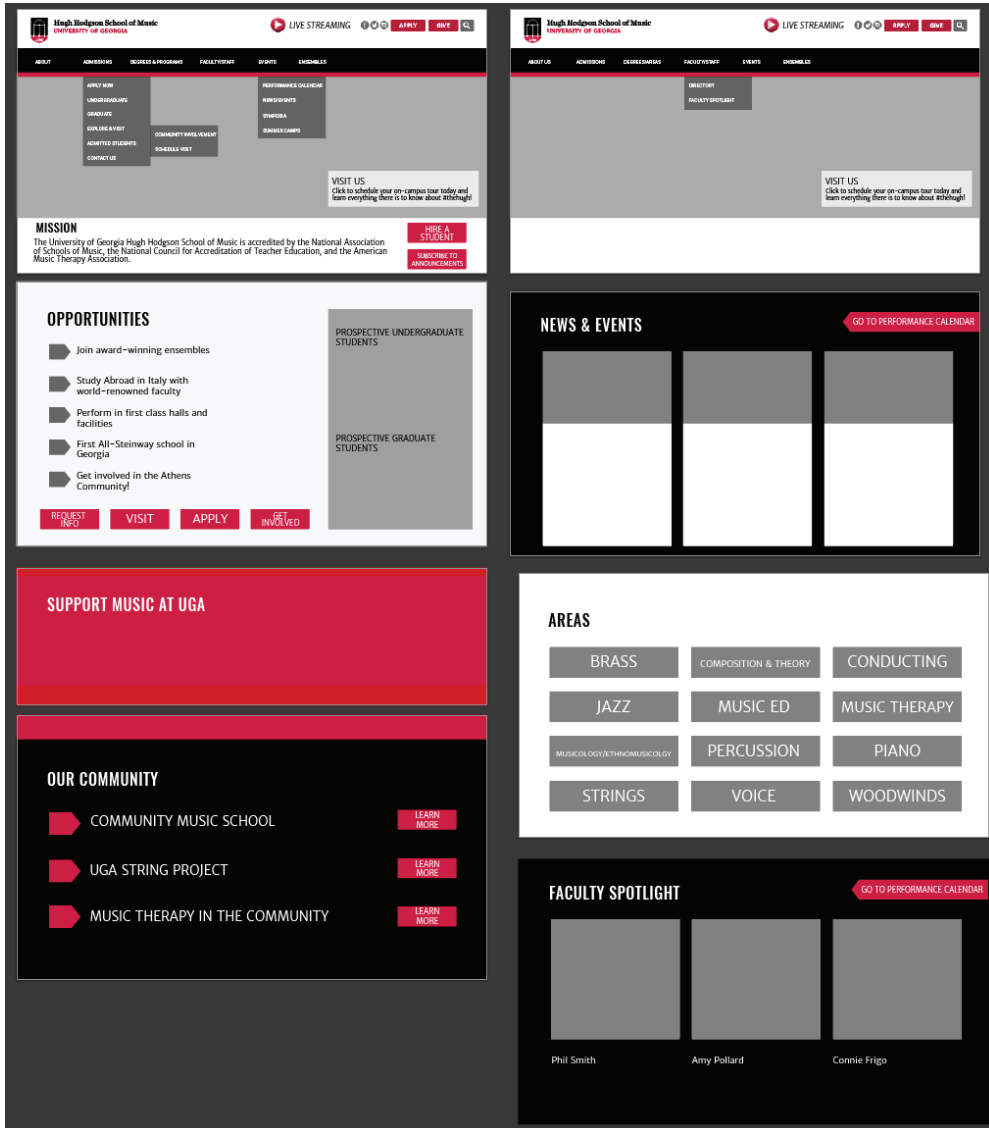
The Beacon Atlanta is on its way to becoming the next significant lifestyle destination along the Atlanta Beltline in Grant Park, nestled into a stretch of the highly anticipated Southside Trail. The project, which saw 13 new and relocating businesses open in July 2016, has quickly become part of daily life for neighbors seeking health, fitness and wellness services, childcare and work. During the Winter of 2017/2018, the balance of the project will come to life, bringing as many as 40 additional new businesses to Grant Park.

FOR MORE INFO CONTACT:
PHILIPPE PELLERIN
CELL: 404.921.7203
PHILIPPE@PELLERINREALESTATE.COM

HHSOM WEB DESIGN

PROJECT DESCRIPTION:

Here are some mockups I designed for an updated Hugh Hodgson School of Music website.

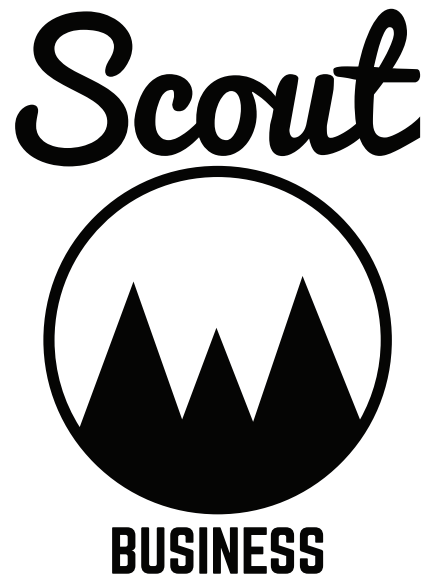


BRAND IDENTITY

PROJECT DESCRIPTION:

Digital marketing agency, Walk West, has created an innovative new tool to help freelancers, marketers and entrepreneurs win more business. This tool allows users to easily create business proposals as a website without having to be a website designer or developer. Create a brand identity for this new company, including the company name and logo. Target users of this new technology include Independent artists & designers, start-up founders & operators, Fortune 500 executives & marketers, and small-to-medium sized service organizations.

Below are two options for the logo and the accompanying icon that would be used for the desktop application. For the name I decided to go with "Scout" because I felt that it fit with the company Walk West. When I think of charting new territories out west I think of mountains, so that's why I used the mountain motif within the logo.



BRANDED LANDING PAGE AND DIGITAL ADS

PROJECT DESCRIPTION:

The first image is a branded landing page for Maid Brigade, Inc. This was meant to be a mockup of what the final landing page layout would look like. The lower two images are both retargeting ads I designed for Maid Brigade, Inc. I created them in two of the standard sizes for retargeting.

The Only Cleaning Service that is GREEN CLEAN CERTIFIED® for Your Health

Get Your Free Cleaning Estimate Today!
There are 2 Ways to Get Started...

866.800.7470

First Name

Last Name

Address

Address

Zip Code

Square Footage



Our People Shine

Trained + Certified + Uniformed + Insured



Dummy copy something descriptive and interesting will reside here in this



Dummy copy something descriptive and interesting will reside here in this



Dummy copy something descriptive and interesting will reside here in this

770.551.9630

MAID BRIGADE IS YOUR GREEN CLEANING EXPERT

TAP to
CLEAR CLEANING
off your
schedule



WE ARE YOUR
GREEN CLEAN
EXPERTS

tap here to
CLEAR CLEANING
off your
schedule

CALL
US
TODAY

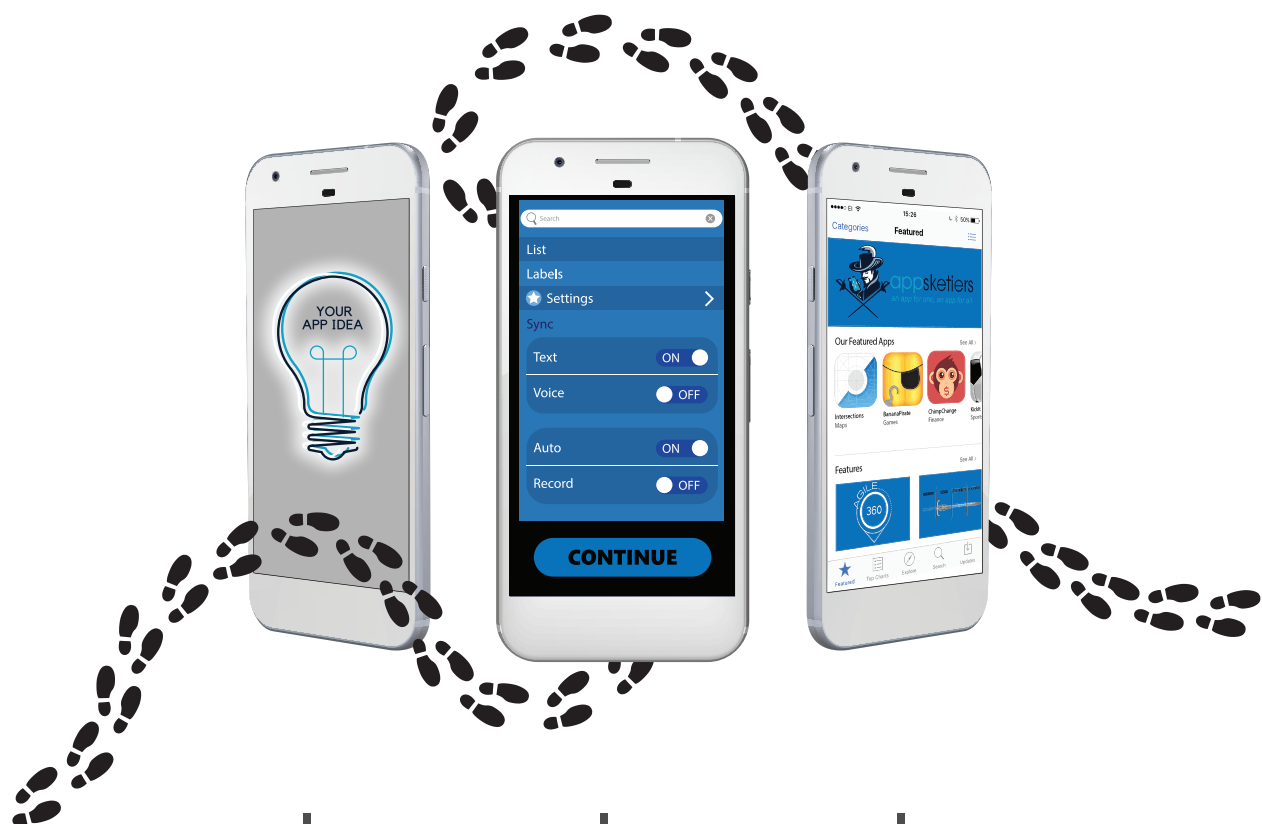
770.551.9630



WEB GRAPHICS

PROJECT DESCRIPTION:

When the mobile app development company I freelance for, Appsketiers, launched their website, they asked me to create several custom graphics for it. Below are the custom graphics I created.

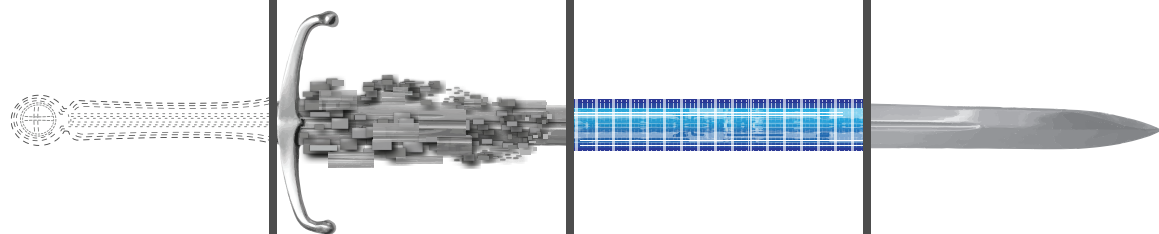


DISCOVERY

DESIGN

DEVELOPMENT

DEPLOYMENT



YOUR OWN CRYSTAL BALL



FEEDBACK FOR ALL



KEEPS ON GIVING

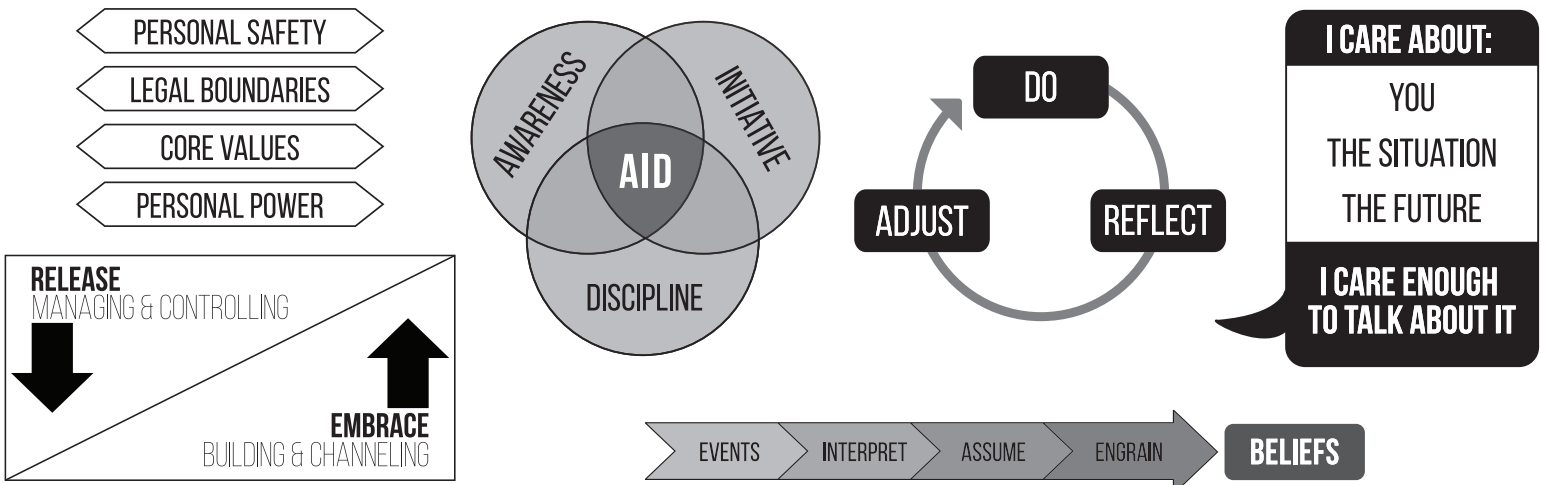
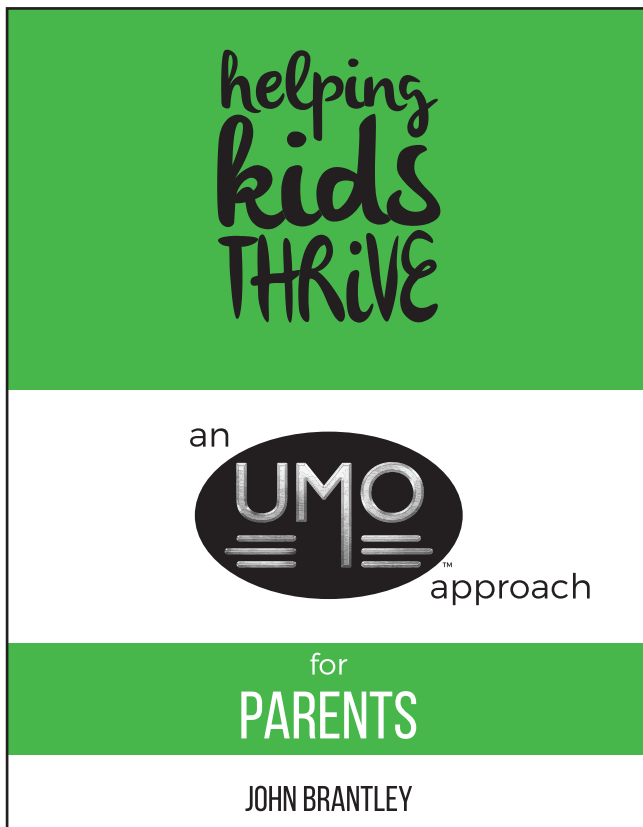


WORKBOOK DESIGN & BRANDING

PROJECT DESCRIPTION:

John Bratley, the founder and CEO of BAM Adventures and Auxin360 approached me with a project that he needed a logo and graphics for. He had written a workbook for the kids and families participating in his team building events to use as their guide. I created smart art and custom graphics for the workbook. I also designed the cover for the workbook. I also designed the UMO logo, which stands for Understand, Master and Own which is the underlying philosophy of the program.

Below is the book cover featuring the UMO logo and underneath the cover is a sampling of some of the smart art I created for the workbook.

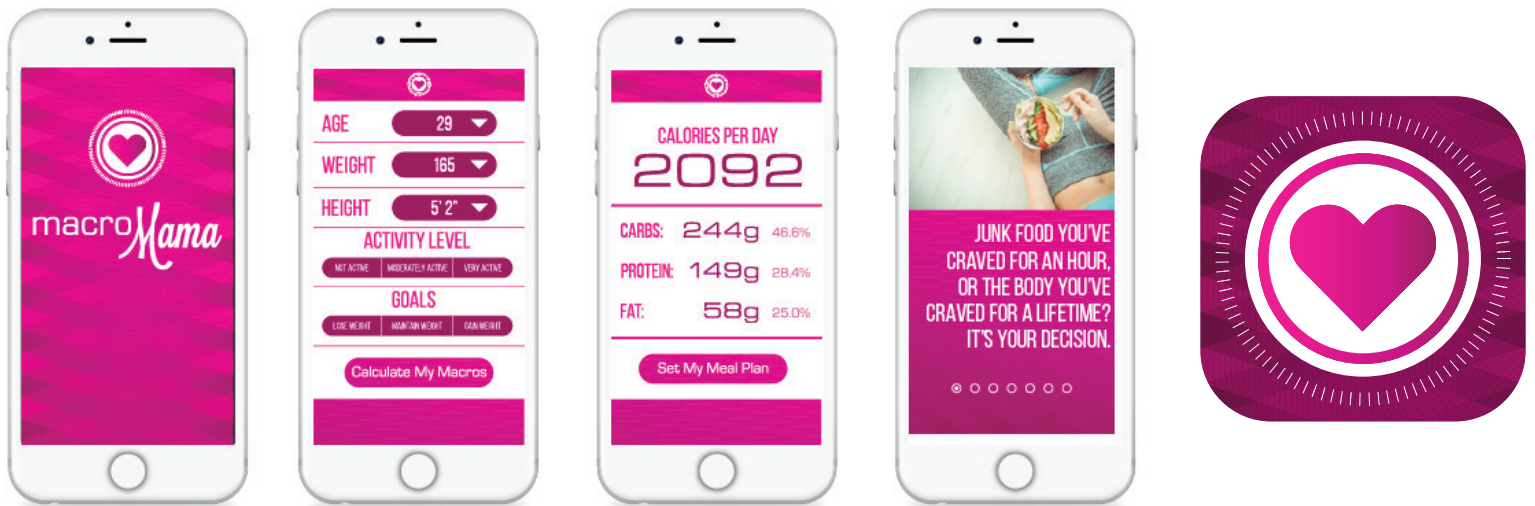


APP DESIGN

PROJECT DESCRIPTION:

Working with Appsketiers, I have designed many mobile apps. The content of each app ranges widely. Below I've included two of my favorite apps that I have designed. The designs include a home screen and logo I designed, as well as several additional screens that show the overall look and feel of the app taking UI/UX into consideration. I also design the app badge icons, which you will see as well.

MACRO MAMA DIET APP:



NEVER DINE ALONE MEAL COMPANION APP:



ICON DESIGN

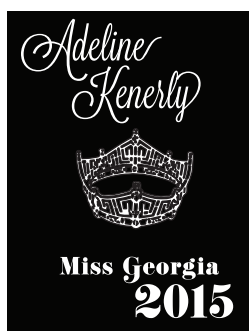
PROJECT DESCRIPTION:

I love creating custom icons! The icons below are ones I designed for one of Maid Brigade's sister companies, MB Field Services which is a home inspection company. The icons were used in a mobile app design I created that was supposed to operate for freelance inspectors, sort of like Uber.



LOGO DESIGN

Here are some logo designs I've designed for some of my freelance clients in the past years.



LIVE PAINTINGS

PROJECT DESCRIPTION:

All of the paintings shown below are paintings I created “live” while bands were playing at venues around Athens and Atlanta. Many of the events I painted for were local fundraising events, where I would paint live for the event and then my painting would be donated via a raffle at the end of the event with proceeds going to the cause. Music has always been the inspiration for my art.



CAMILLE
HAYES

Thank you for
your consideration!

CAMILLEHAYESDESIGN.COM



@ch.illustration.design



@camillehayesdesign



REFERENCES AVAILABLE UPON REQUEST