

CAMILLE  
HAYES

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PORTFOLIO

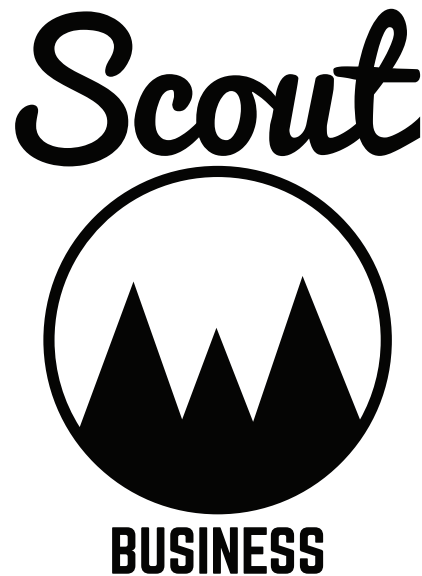


# BRAND IDENTITY

## 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.

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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:**  
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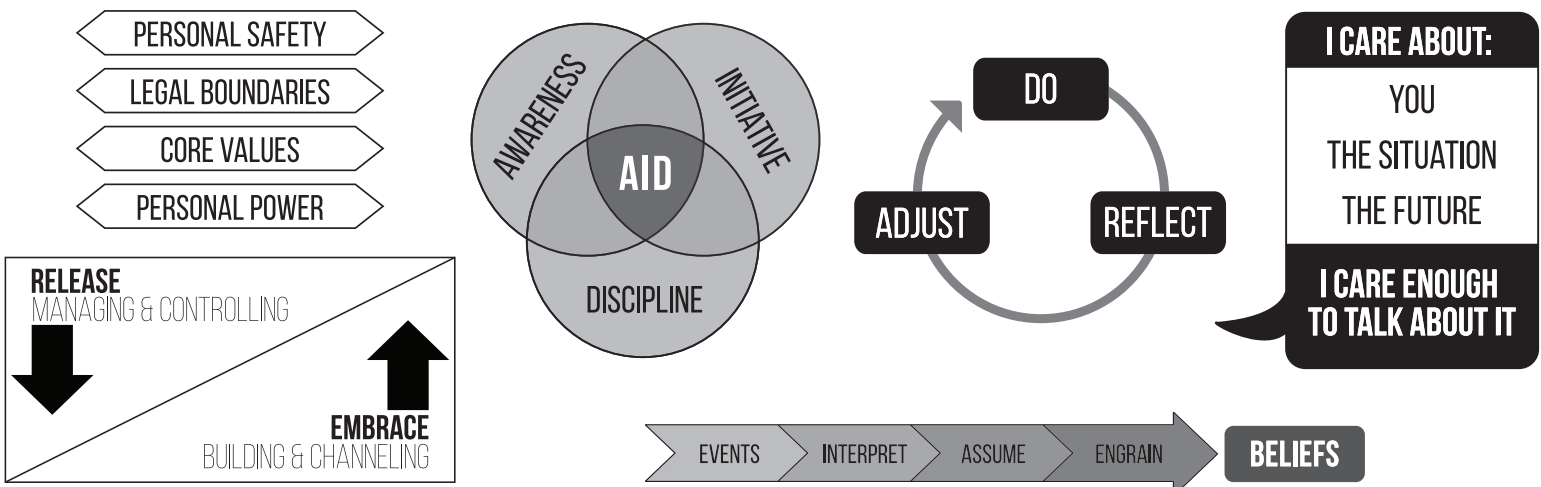


# WORKBOOK DESIGN & BRANDING

## PROJECT DESCRIPTION:

John Brantley, 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.

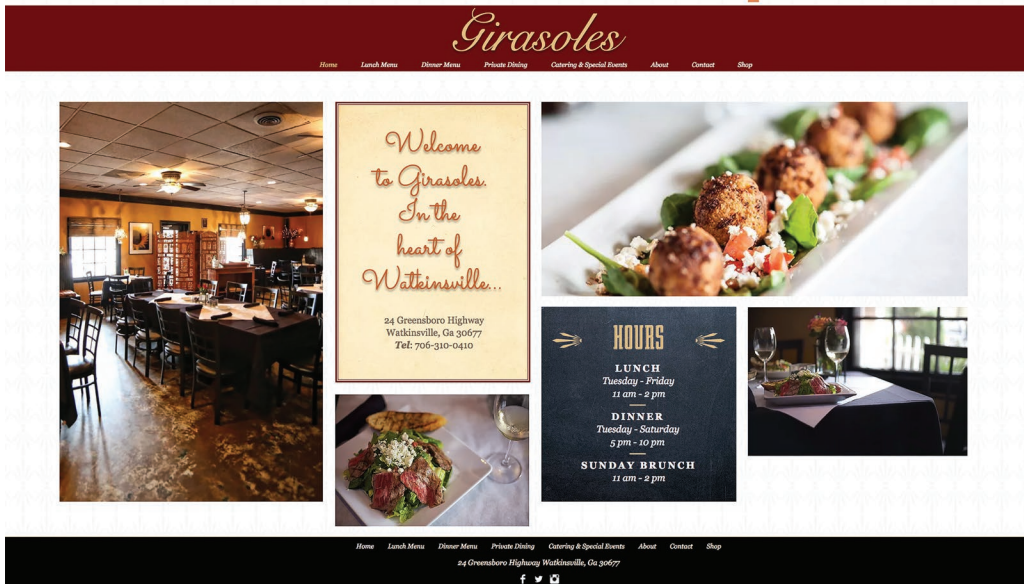
Below is the book cover featuring the UMO logo and underneath the cover is a sampling of some of the smart art I created for the workbook.



# WEB DESIGN

## PROJECT DESCRIPTION:

A fine dining restaurant in Watkinsville called Girasoles hired me to design their website. Below you'll see desktop and mobile views of the website.



# 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.

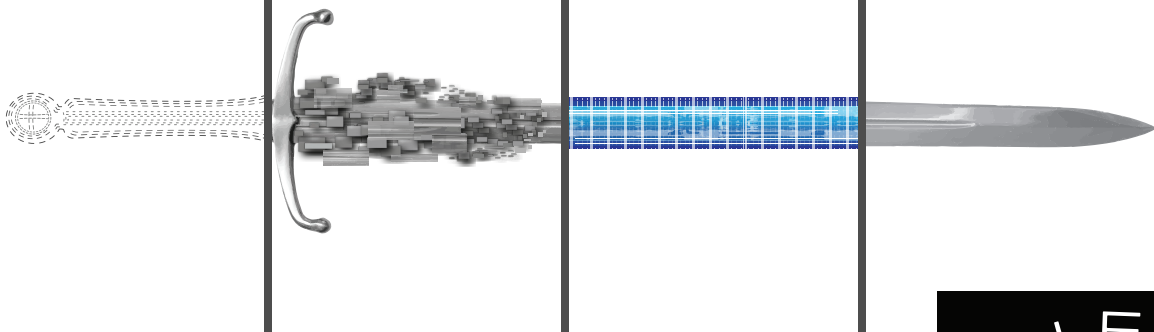


DISCOVERY

DESIGN

DEVELOPMENT

DEPLOYMENT



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KEEPS ON GIVING



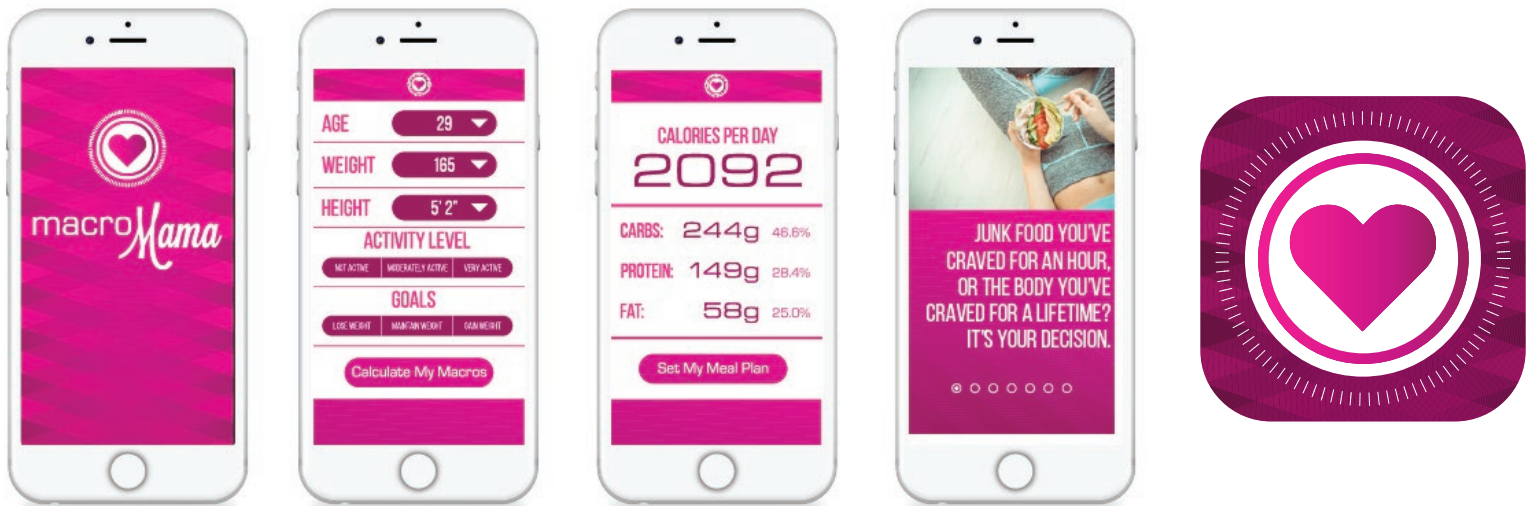


# APP DESIGN

## 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

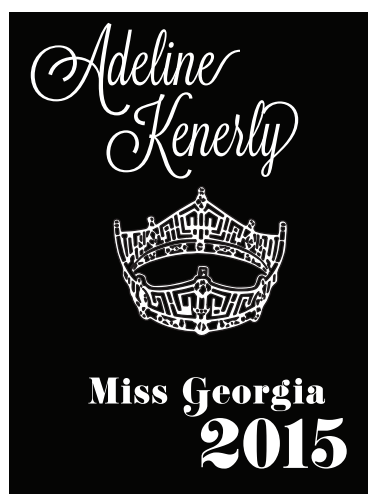
## PROJECT DESCRIPTION:

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.



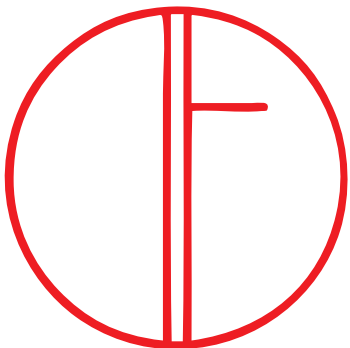
# LOGO DESIGN

HERE ARE SOME LOGO DESIGNS, FEEL FREE TO ASK QUESTIONS.



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HERE ARE SOME LOGO DESIGNS, FEEL FREE TO ASK QUESTIONS.



DRYFIRE

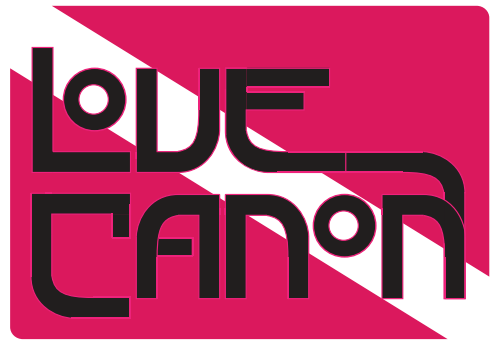
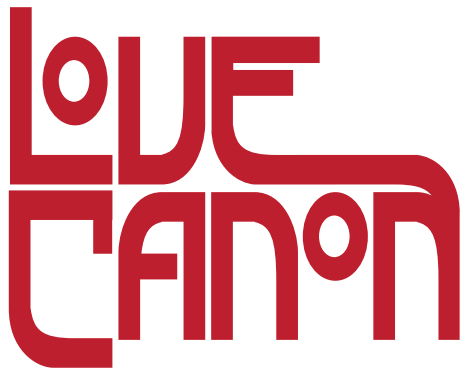


# LOGO DESIGN

## PROJECT DESCRIPTION:

Love Canon, Charlottesville-based bluegrass 80s supergroup, is looking for a new logo. Something original, non-referential (as opposed to the current Top Gun-inspired band logo), but still screams rock and roll. This new logo will replace our old logo on the next round of merchandise, album cover, website, social, etc - it will be the new "face" of Love Canon. Should draw from the vibe of the 80s with a forward-thinking undertone. Inspired by the past but with an eye on the future.

Below are my process designs. The bottom logo is the one that the band picked to use.

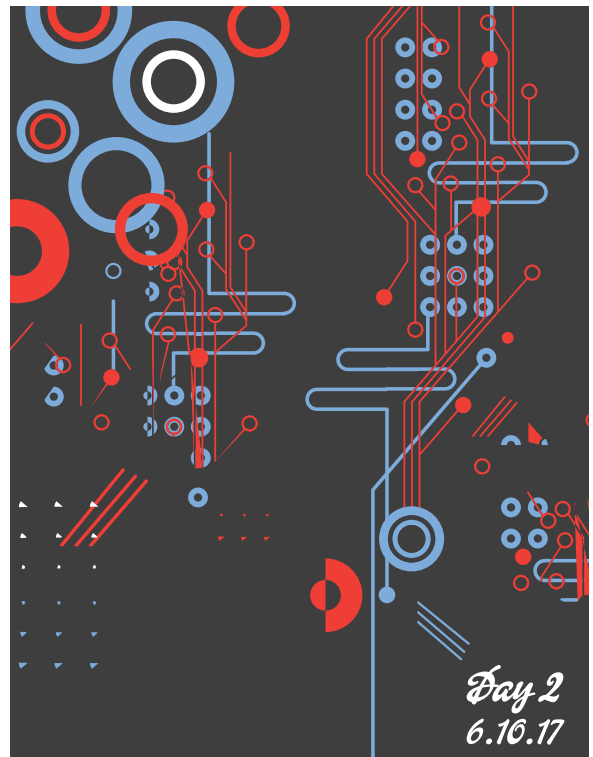




# POSTER DESIGN

## PROJECT DESCRIPTION:

The first 3 posters are ones that I created for fun. The last poster is one I designed for Euphoria Music & Camping Festival held annually at Carson Creek Ranch in Austin, Texas that was supposed to be “a native-inspired poster.” There is a large tree with swings in it in the middle of the property, which is what I drew my inspiration from for the poster.



# ALBUM ARTWORK

## PROJECT DESCRIPTION:

The band Blackfoot Daisy out of Atlanta commissioned me to design a new logo for them. After seeing the logo, they asked if I could design the albums cover and sleeve for their new EP.

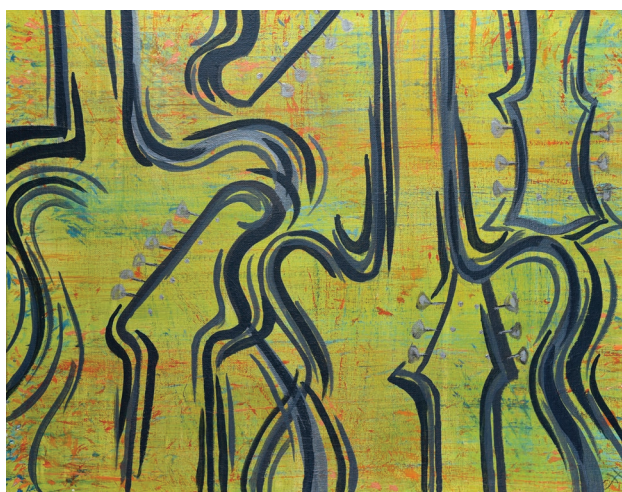




# LIVE PAINTINGS

## 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.



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2017 PORTFOLIO

Thank you for  
your consideration!

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REFERENCES AVAILABLE UPON REQUEST