

Don Hajicek

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EXPERIENCED FREELANCE CREATIVE

Experienced, multi-disciplined creative with focused expertise in photography, videography, marketing, web design, and brand creation. More than thirty years of experience translating client goals into effective marketing components that meet those goals. Finely honed verbal, writing, and listening skills, and the ability to foresee and mitigate potential pitfalls along the way, attaining objectives more efficiently and effectively.

CORE COMPETENCIES

- Creative Direction
- Project Management
- Graphic Design and Website Design
- Advertising and Marketing
- Brand Development and Logo Design
- Photography and Retouching
- Videography and Video Editing
- Typography and Layout
- Publication Design and Publishing
- Copywriting, Editing, and Proofreading
- Sales and Customer Management
- Attention to Detail

WORK EXPERIENCE

TRIBE OF DIAMONDS, LLC | Fort Collins, CO

08/2013 – Present

Owner/Photographer/Videographer

Provides both commercial and personal photographic and video services to satisfied clients around the world. Extremely high customer retention means that many of my over 700 clients have hired me multiple times.

- Present and sell from the stage at worldwide retreats and conferences, resulting in annual sales in the six figures.
- Identify, develop, and evaluate photographic and video production strategies based on client goals and current market trends.
- Conduct photo and video sessions, including choosing locations, lighting locations, client preparation, and performing photography and videography.
- Retouch photos and edit video to meet the goals of the client.
- Manage internal marketing and customer relations for a widely dispersed clientele.

TERRA CREATIVE, LLC | Fort Collins, CO

05/2006 – 08/2013

Freelance Creative Director

Contracted as Creative Director, Art Director, and Graphic Designer for startup companies across the Colorado Front Range.

- As part of an \$800,000 Knight Foundation grant, developed the brand strategy, web design, and UI/UX for an online application that automatically converted Word documents to ebooks and distributed the final product to online retailers such as Amazon.com and Barnes & Noble.
- Developed and implement digital design strategies for a wide variety of successful startups.
- Provided CSS theming for both frameworks (Drupal) and CMS (Wordpress).
- Helped develop and design web sites for companies such as Popular Mechanics, Pregnancy.org, RedBlueAmerica, and the Denver Post.

CHEYENNE FRONTIER DAYS | Cheyenne, WY

09/2000 – 05/2006

Creative Director

Responsible for the brand management and all print and digital strategies for an annual event that is more than 100 years old and attracts more than 250,000 visitors over a 10-day period each year.

- Guided CFD into the 21st century by developing an enormous online presence from scratch while retaining more than 100 years of brand recognition. This included ticketing, e-commerce, live rodeo results, and more.
- Ticketing system sold more than \$300,000 in tickets the first year implemented.
- Created original photographic and video content to promote the event.
- Designed all digital and print advertising, promotional materials, publications, trade show materials (booths, flyers, signage), and billboards. Also produced television commercials and annual reports.
- Managed a team of volunteer photographers during the event.

DESIGNPOST | Cheyenne, WY

01/1995 – 05/2006

Owner/Creative Director

Built a flourishing graphic design business that served statewide clients.

- Created hundreds of web sites and supporting marketing collateral for the Wyoming tourism industry, including for the Wyoming Department of Tourism, Rocky Mountain International, Cheyenne Frontier Days, as well as attractions, accommodations, and visitor bureaus across the state.
- Developed a statewide news and commentary web site that was profiled by the Online Journalism Review in 1998 for disrupting the news industry at a time when few news outlets were online.
- Managed a team of 3 designers and 2 support staff.

CHEYENNE OUTFITTERS | Cheyenne, WY

11/1992 – 01/1995

Senior Designer/Copywriter/Assistant Art Director

Planned and designed a dozen catalog titles per year for a multimillion-dollar western wear company.

- Collaborated with merchandisers and art directors to choose which products should appear on each spread.
- Designed and wrote copy for hundreds of catalog pages for a dozen catalog titles each year.
- Took the lead on Art Direction for all product photography.
- Acted as Assistant Art Director on Fashion Shoots.
- Conducted week-long gravure and offset press checks on each catalog.
- Managed the advertising budget and ad design for the brick-and-mortar store.
- Developed the company's first web presence in 1994.

CAPPS STUDIO/LEO BURNETT, INC | Chicago, IL

10/1990 – 11/1992

Production Support Manager

Managed the production department of four production staff for the in-house art studio of Leo Burnett, Inc. Clients included United Airlines, Phillip Morris, Adidas, and Kellogg's.

- Helped test emerging technologies in the field for companies like Adobe, Kodak, and Scitex. This included software, scanners, displays, and printers.
- Supported digital production with typesetting and scanning.
- Managed comp packaging creation for commercials and photo shoots.
- Managed creation of presentation materials for Leo Burnett Art Directors.
- Designed all in-house photostat camera darkroom and production facilities.

PHASE II/GRAPHIC ACCESS | Chicago, IL

05/1987 – 10/1990

Production Manager

Supported storyboard artists, illustrators, layout artists, and keyliners and provided final materials to ad agencies in the Chicago Loop.

- Promoted to production department manager after only six months on the job.
- Created comp packaging for television commercials and photo shoots.
- Resized original art and typesetting using a photostat camera.
- Mounted finished artworks for presentations.

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom Classic, Acrobat, Premier, After Effects, Dreamweaver), Wordpress, X Theme Pro, CMS, CSS, Final Cut Pro, Infusionsoft, Microsoft Office Suite.