



THOMAS D HAYWARD

TOM.HAYWARD@SBCGLOBAL.NET

219.588.9220 MOBILE

219.888.3633 HOME

MUNSTER IN 46321.1909

8322 KRABY AVE

EXPERIENCE

Senior Art Director / 2007 - 2009

ADVANSTAR DENTAL MEDIA - NORTHFIELD, ILLINOIS

Designed and developed Web sites, email promotions, Flash presentations, as well as collateral print materials such as brochures, postcards and media kits for leading dental media company. Provided art direction for redesigned and expanded online presence of four B-to-B magazines and two events.

Art Director / 2000 - 2007

MCKNIGHT MEDICAL COMMUNICATIONS/THOMSON HEALTHCARE/ADVANSTAR COMMUNICATIONS - NORTHFIELD, ILLINOIS

In charge of art direction, layout, design and illustration for *Pharmaceutical Representative*, a monthly magazine used by pharmaceutical companies such as Pfizer, Roche, and GlaxoSmithKline to educate and train their sales forces. Designed Web sites, Flash promotions and Web advertising as well as marketing and promotion to support numerous publications and products including *Dental Products Report*, *Pharmaceutical Representative*, *McKnight's Long-Term Care News*, *The Digital Radiography Congress* and *SunFun Seminars*. Managed the staff illustrator and two graphic designers. Responsible for hiring, training, and evaluating employees.

Senior Graphic Designer / 1999 - 2000

MCKNIGHT MEDICAL COMMUNICATIONS - NORTHFIELD, ILLINOIS

Directed complete in-house redesign of *Healthcare Purchasing News*, a market leading publication, and designed various marketing and circulation pieces. Involved in converting all publications to a computer-to-plate system. Conceived and produced photo montages, cover designs, feature story layouts, and marketing promotions. Responsible for training of new employees. Designed and helped create mcknightsonline.com, the Web site for *McKnight's Long-Term Care News*.

Graphic Designer / 1997 - 1999

MCKNIGHT MEDICAL COMMUNICATIONS - NORTHFIELD, ILLINOIS

Executed layout and design for two healthcare trade tabloids, collaborated in complete in-house redesign of *McKnight's Long-Term Care News* and *Pharmaceutical Representative*, two market leading publications. Designed numerous marketing pieces. Helped concept and produce illustrations and logos, and aided in training of new employees.

PROFICIENCY

Adobe Photoshop	Adobe Image Ready	Adobe Dreamweaver	Adobe Acrobat	Microsoft Excel	HTML
Adobe Illustrator	Adobe Flash	Adobe InDesign	QuarkXPress	Microsoft Word	CSS

EDUCATION

Carthage College

KENOSHA, WISCONSIN

Bachelor of Arts, May 1996
Graphic Design

Dynamic Graphics Training

PEORIA, ILLINOIS

- Web Design
- The Art of Art Directing

Ascend Training

DEERFIELD, ILLINOIS

- Flash Design