STUDIO HAYDON LLC

Contact

Andrea Haydon
President | Artist + Designer
StudioHaydon@gmail.com
studiohaydon.com

Education

— Herron School of Art + Design | Indiana University / Bachelor of Fine Arts, Visual Communication Design with a concentration in Service Design
— Experiential Art + Design, Hesse, Germany
— Yale University, Science of Well-being Certification

Skills

Adobe Creative Suite 2020
Microsoft Suite
Illustration
Fine Artist
Design Research
Analytical Thinking
Positive Attitude
Communication
Attention to Detail

Studio Haydon LLC is a multifaceted art and design firm in Indianapolis. President/ Founder, Andrea Haydon, has been studying and creating art for almost 30 years. She has studied experiential art and design in Hesse, Germany, was apart of the design team that created the graphics for Super Bowl XLVI in Indianapolis, has served as an adjunct professor at Herron School of Art + Design and was named one of the Top 100 Best Young Advertisers in the Country by the Art Directors Club of New York. Living in Garfield Park you'll find her enjoying a pint at Garfield Brewery, playing her violin, practicing yoga, painting or hanging out with her cat/roommate Karl.

Experience

Studio Haydon LLC | President / Artist + Designer

Indianapolis, IN | July 2020 - Present
Unable to find work, I created Studio Haydon LLC a multifaceted firm that combines fine art and design to create meaningful aesthetics.

RATIO Architects | Design Strategist

Indianapolis, IN | January 2019 - May 2020
I created specific data collection methods and tools that catered to every client. I wanted to make sure we were asking the right questions to the right people throughout the process. My primary focus was on the programming phase.

RATIO Architects | Graphic Designer

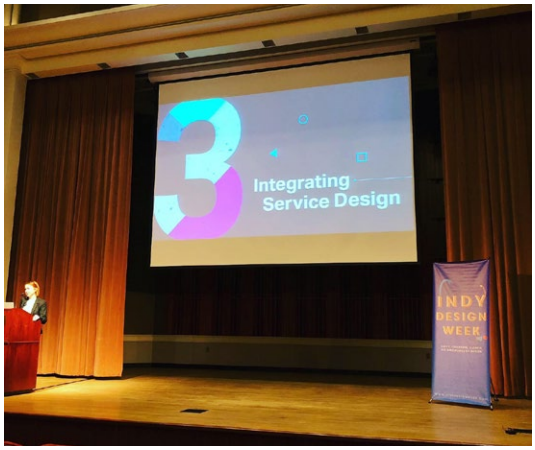
Indianapolis, IN | May 2014 - January 2019
I assisted in producing marketing materials such as RFP's/RFQ's, interview materials and other marketing collateral. I found my niche in our Landscape Architecture, Urban Planning + Design practice through creative leave-behinds as well as diverse public engagement strategies.

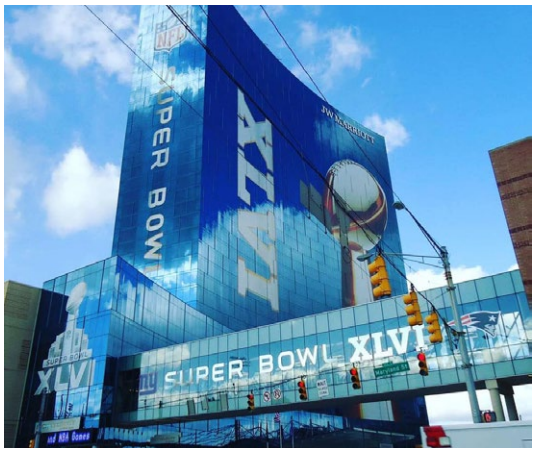
Herron School of Art + Design | Adjunct Professor

Indianapolis, IN | August 2013 - May 2014
I taught the 6 credit hour class Visual Communication I and Visual Communication II. These classes were imperative for those moving forward in the Visual Communication Design program at Herron. In addition to teaching the basic elements and principles of design, I worked to bring real-world design problems into the syllabus to engage students and encouraged self-confidence through discovery.

Sport Graphics | Contract Designer

Indianapolis, IN | November 2011 - February 2012
I was contracted out by the NFL to assist with graphics for the Super Bowl XLVI in Indianapolis. In addition I produced NCAA and BigTen graphics.





Art Exhibitions

- "Localized: Garfield Park Artists Celebrate Indy's Bicentennial / Garfield Park Art Center & Tube Factory | Dec 2020
- "The Art of Politics" Poster Show / Fountain Square | Oct 2020
- "Home" Virtual First Friday Exhibition / Garfield Park Arts Center | July 2020
- "The Bigger Picture Show" in conjunction with Indy Film Fest | 2012 - Present
- "Napkinspiration: A Designer's Happy Hour" Guichelaar Gallery | July 2019
- "TINY VII Show: A Really Big Show" 924 Gallery. Indianapolis | Dec 2018
- "TINY VI Show: The Year of the Vonnegut" 924 Gallery. Indianapolis | Dec 2017
- "The Thin Blue Line" White River Watershed Alliance poster design in conjunction with Big Car + Lodge Design. Indianapolis | Sept 2011
- "Alles Klar: Tales of Kunst, Kümel and Two-Button Toilets" group show from Hesse, Germany. Marsh Gallery, Herron School of Art + Design. Indianapolis | Sept - Oct 2010
- "Pho-net-icks" type + audio projection collaboration with painter Drue Worrell, on our interpretation of the German language. Sachsenberg, Germany | June 2010

Presentations + Publications

- Indy Design Week, "Everyday Service Design", Workshop Facilitator, May 2020
- Indy Design Week, "RATIO Presents: A Virtual Panel on the Future of the Human-Made Environment", Organizer, May 2020
- PechaKucha Indianapolis "Time", Speaker, October 2019
- "Impacting Unspoken Expectations in the Built Environment", Touchpoint: The Journal of Service Design Vol. 11. No. 2, October 2019
- Upcoming book, "What the F*ck is Service Design: 30 Service Designers from All Over the Globe" by Daniele Catalanotto of the Swiss Innovation Academy
- "RATIO's Haydon Presents Service Design in the Architectural Practice", Building Excellence in Design and Construction Magazine, June 2019
- Indy Design Week, "Service Design in the Architectural Practice", Speaker, May 2019
- "Connect to Design to Connect", Indiana University Visual Communication Design Conference, Speaker, Nov 2018
- "Decipher: Design Educators Research Conference", Contributer, Sept 2018
- "Health Matters: Service Design in Community Health Interventions", Touchpoint: The Journal of Service Design Vol. 6. No. 2, Aug 2014
- "Get to Know Indy's Young Professionals", Indianapolis Monthly Magazine, Jan 2014
- "ER Doc Seeks Herron Design Help to Prevent Instead of Treat ATV Injuries", Indiana University Blog, Nov 2013
- Top 100 Best Young Advertisers in the Country, Art Directors Club Student National Portfolio Review, May 2011, New York City

Community Leadership + Professional Affiliations

- Co-Leader, Service-Design-Network Indianapolis Chapter
- Greener Committee, Indianapolis Parks Foundation
- Forte, Indianapolis Symphony Orchestra Young Professionals Group
- AIGA Yearly Portfolio Reviewer