

Haydn Hammill

GRAPHIC DESIGNER | APPAREL & BRAND IDENTITY

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Portfolio: mackinnleyhammill.myportfolio.com

Graphic designer with hands-on experience in apparel graphics and garment and material selection. I follow emerging design trends and bring a love of sport and outdoor culture to my work.

RELEVANT EXPERIENCE

KTK

Creative Director | Clothing & Apparel Graphics

- Design graphics for hoodies, T-shirts, and beanies, setting the creative direction through typography and composition.
- Select garments and materials to support the design direction and the finished look and feel of each piece.

Ghostshield

Dec 2025 - Present

Graphic Designer

- Redesigned packaging and graphics for the entire product line, giving the Ghostshield range a consistent, recognizable look.
- Redesigned the Shopify website with clearer layouts and product pages; manage day-to-day site updates.
- Keep the brand consistent across the website, packaging, and marketing materials.

Ben's Sugar Shack

Jul - Nov 2025

Graphic Designer

- Designed private-label packaging and custom wedding tags for a range of clients and events.
- Created social media graphics, raffle promotions, and seasonal marketing materials.
- Photographed products and food for social media and seasonal promotions.

Rainforest's Associates

2024 - 2025

Graphic Designer

- Created the logo, brand guidelines, and visual identity for a biomedical startup.
- Worked with engineers on pitch decks and packaging concepts that made the product easier to understand. The team placed third in the DifferenceMaker Engineering Competition.

Prenumbers

Graphic Design & UX/UI Intern

- Explored logo concepts, type styles, and visual directions for an entrepreneurship platform.
- Built wireframes, user flows, and detailed UI designs, working with developers to bring them to the site and test usability.

SELECTED PROJECTS

Project Tree Frog

Senior Designer

- Designed the logo, brand guidelines, brand book, and all marketing materials.

Hexagon Components

- Designed the website and bike lever packaging graphics, giving both a consistent look.

CORE SKILLS

Apparel & Graphics

Apparel graphics, garment selection, material selection, typography, composition, brand identity, packaging

Design Tools

Adobe Illustrator, Photoshop, InDesign, After Effects; Figma; Blender

Digital & Content

Shopify, web design, UI/UX, product photography

EDUCATION

BFA, Graphic Design

University of Massachusetts Lowell
2022 - 2025

Associate Degree, Art

Mount Wachusett Community College
2018 - 2021

ADDITIONAL EXPERIENCE

REI Co-op

Bike & Snow Mechanic /
Sales Specialist | 2023 - Present

Cushing Academy

Assistant & Lead Teacher
Graphic Design | Jun - Aug 2021