

# HADAYA TURNER

[Hadayalive@gmail.com](mailto:Hadayalive@gmail.com)

[www.hadayalive.com](http://www.hadayalive.com)

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- Experience:** **Co-Founder & Creative Director** **10/2021 – Present**  
**Los Angeles, CA | [Greatness Breeds Greatness, Inc.](#)**
- Build the fitness startup from the ground up and lead in all aspects of creative development including research and analytics, presentation decks, marketing strategies, brand design, pre-production to post, content rollout, hiring, merch design and media management
  - Manage our team of editors, motion graphics artists, app and web developers, cross-branding partners, and merch designers
- Sr. Art Director** **09/2020 – 08/2022**  
**New York, NY | [BET Digital](#)**
- Develop and present multiple iterations of mood boards and storyboards that demonstrate the aesthetic vision for new shows
  - Manage designers and animators during graphics package build-outs
  - Design and build physical environments for new shows and installations for tentpole events
- Sr. Art Director** **01/2017 – 05/2019**  
**New York, NY | [Complex Networks](#)**
- Create pitch decks, renders and physical build-outs of custom sets for in-studio and on-location shows
  - Collaborate with the production team during blocking tests and communicate necessary adjustments to the art team and fabricators
  - Work with creative directors and the art team from conceptualization to completion of graphics packages and style guides
- Notable Freelance Projects** **2011 - 2023**  
**New York, NY**
- 2022 – Queen Radio | *podcast series* - Co: Amazon Music
    - SET DESIGNER/ ART DIRECTOR
  - 2021 – [Bones | series](#) - Co: Uninterrupted
    - SET DESIGNER
  - 2021 – [Fixed | series](#) - Co: Comedy Central
    - SET DESIGNER
  - 2020 – [Jobs Unlisted | series](#) - Co: Complex
    - SET DESIGNER
  - 2019 – [Black Coffee | series](#) - Co: BET Network
    - SET DESIGNER
  - 2016 – [#BlackGirlMagic | series](#) - Co: Conde Naste - Teen Vogue
    - DIRECTOR
  - 2014 – [Galactical | music video](#) - Artist: Basement Jaxx
    - DIRECTOR
  - 2012 – [Wish You Would | music video](#) - Artist: DJ Khaled & Kanye West
    - MOTION GFX/ EDITOR
  - 2012 – [Freedom at 21 | music video](#) - Artist: Jack White
    - MOTION GFX/ EDITOR
  - 2011 – [All Of The Lights | music video](#) - Artist: Kanye West
    - MOTION GFX/ EDITOR

**Education:** University of Miami, Coral Gables, FL

05/2003 – 05/2007

Bachelor of Science in Advertising & Studio Art, Minor in Marketing

**Skills:** Adobe Creative Suite, SketchUp, Videography, Public speaking, Slack, Microsoft Office, Trello