

JESSE HASHAGEN

WORK SAMPLES

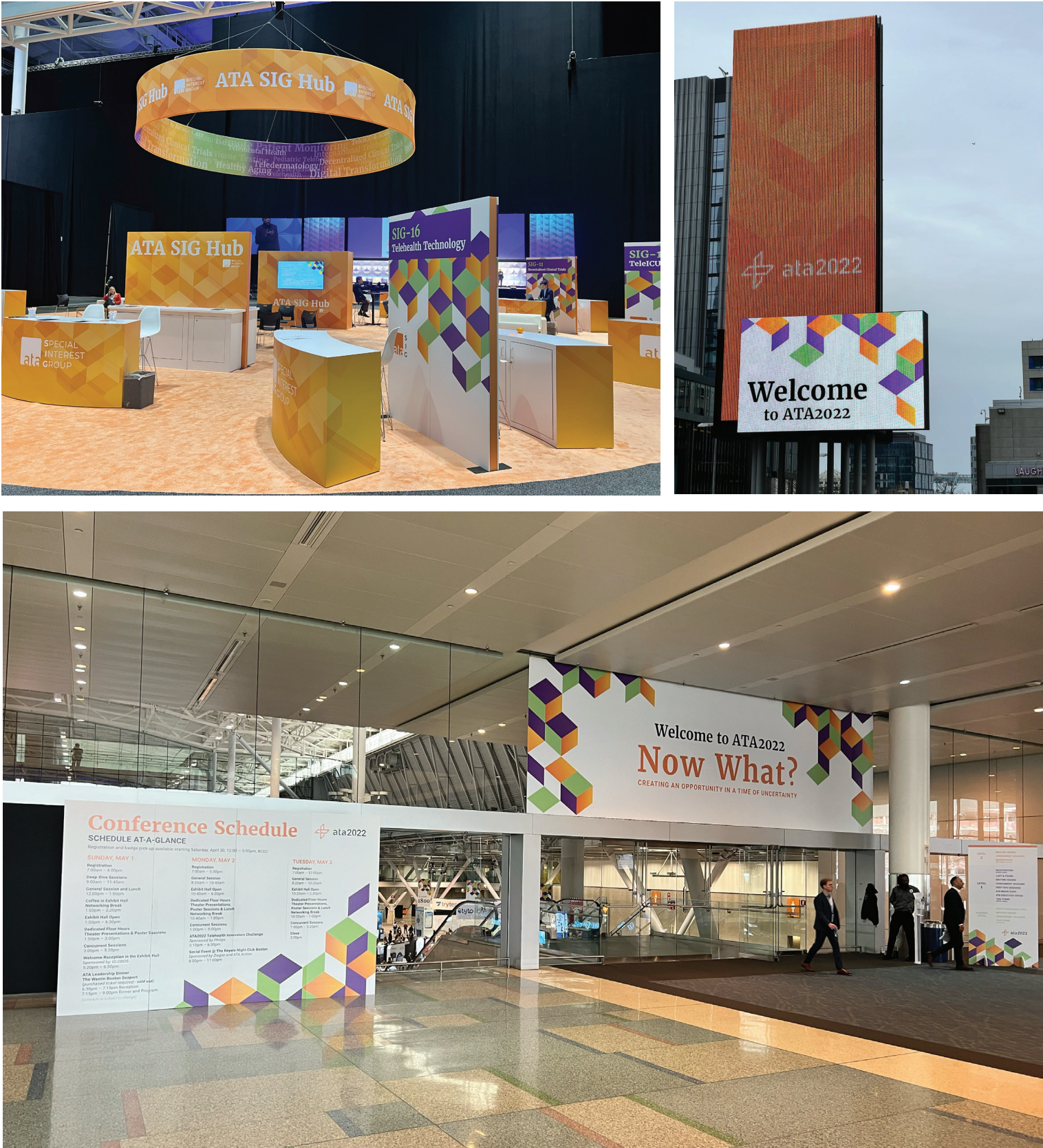
to see more design work please visit www.brushandpixeldesigns.com

American Telemedicine Association

From 2022 through 2024, I served as contract creative lead for the American Telemedicine Association, helping shape the visual direction of its annual events and broader brand presence. I led the creative for the 2022 annual conference and, in 2023, developed a new visual identity for the organization's NEXUS event that continues to define the event today.

My work included event branding, website redesigns, logo development, brand guidelines, social campaigns, digital event assets, and communication templates. I also directed ATA's in-house junior designers, developers, and print partners, overseeing projects from initial concept through final production.

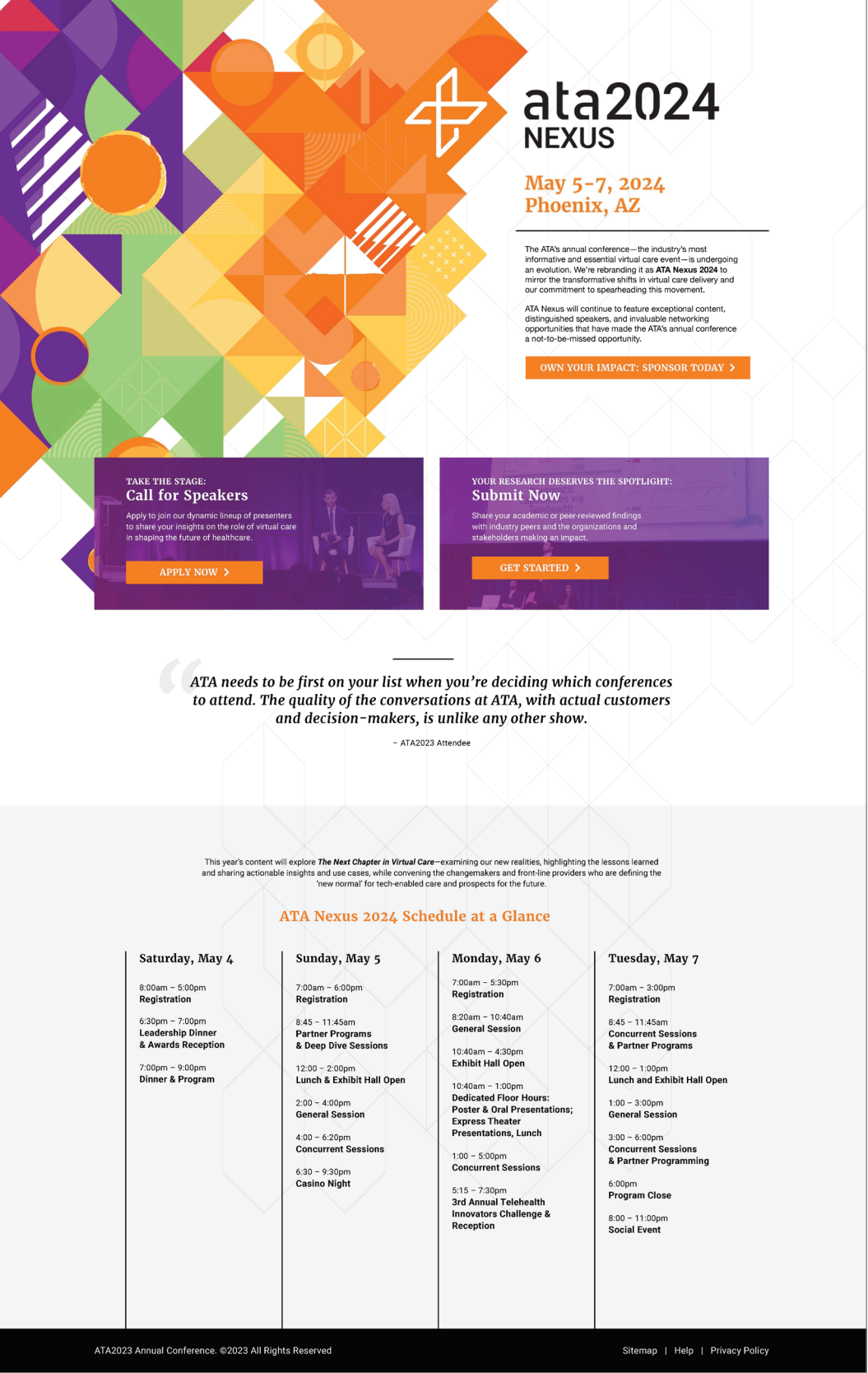
Branded Convention



Rebranded NEXUS Prospectus



Rebranded NEXUS website



Mnemo Therapeutics

I led the full rebrand for Mnemo Therapeutics, a clinical-stage biotechnology company, helping shape the brand from strategy through launch. The work included developing the brand story, designing the visual identity and logo from the ground up, concepting the website experience, and creating design systems to maintain consistency across the brand.

I worked closely with the Mnemo team through workshops, concept development, and presentations to leadership and the board, becoming an embedded creative partner throughout the process. The final identity extended into an animated logo and digital experience that brought the brand to life across the website and broader communications.

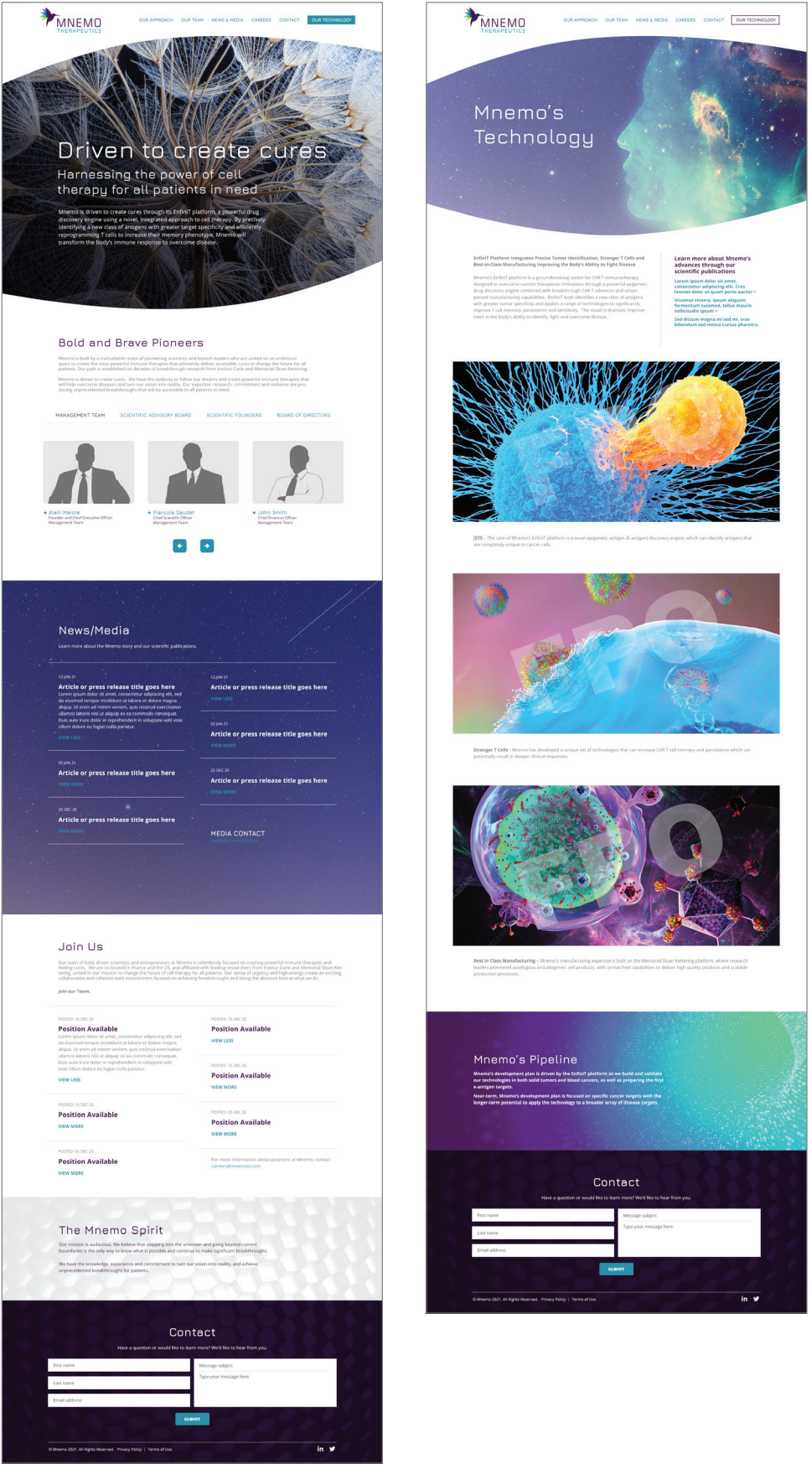
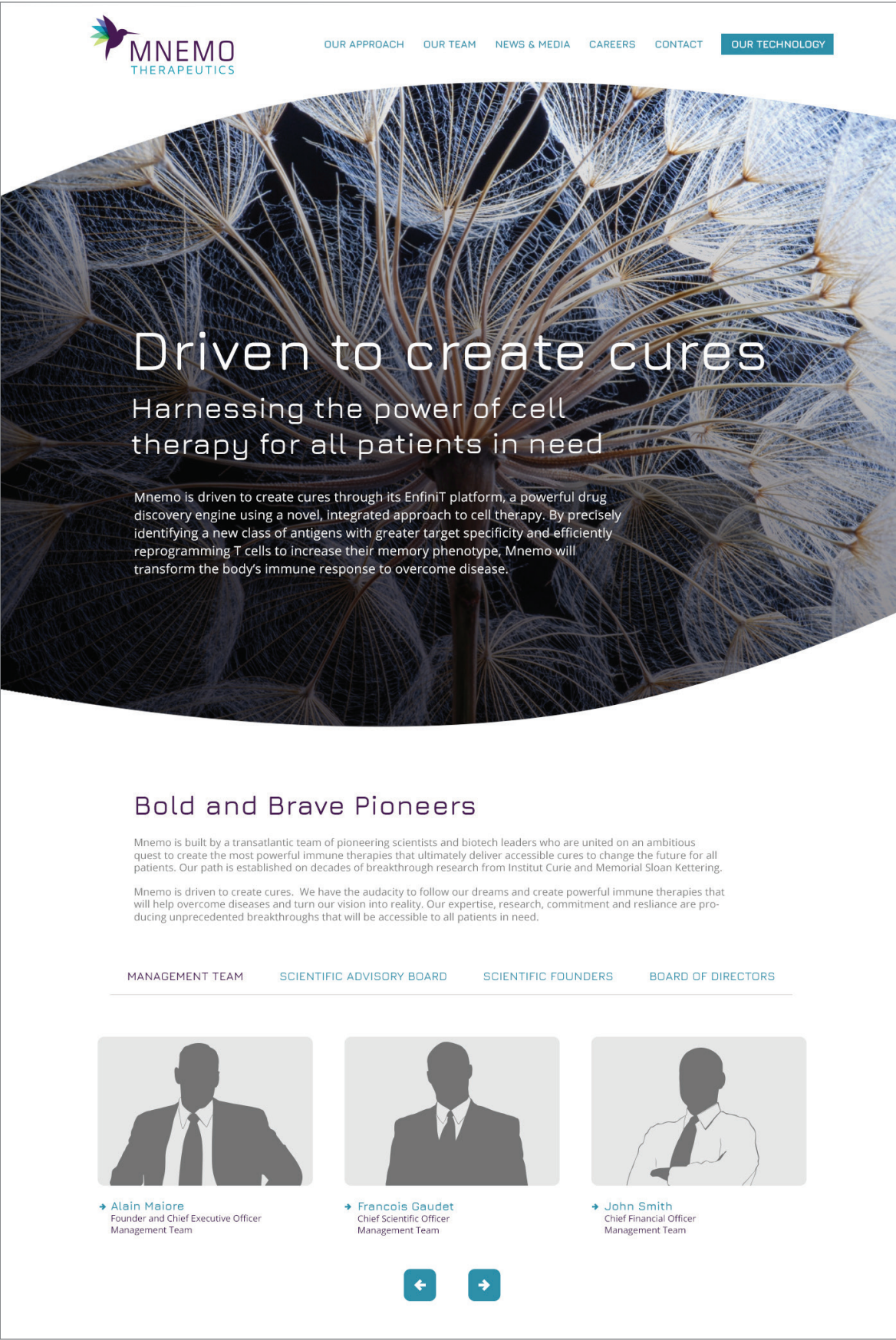
Mnemo brand exploration



Brand story



Mnemo website



Wickford Art Association

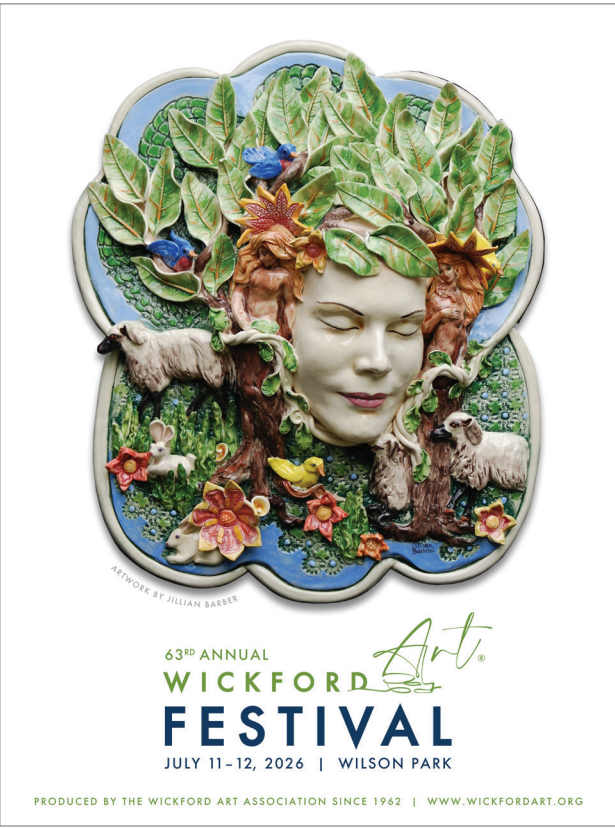
As a board member and member of the Marketing Committee for the Wickford Art Association, I helped lead a rebrand of both the association and its long-running Wickford Art Festival. Working closely with the committee and board, I developed new identities for both organizations that felt more connected to one another while drawing from the history and character of Wickford RI.

The work included logo development, visual systems, and brand standards designed to create greater consistency across communications and events. As both a designer and practicing fine artist, the project was especially meaningful to me, with the goal of creating a brand that respects the association's history while helping carry it forward for years to come.

Mnemo brand exploration



WAA Festival posters



WAA Festival t-shirts



THANK YOU.