

JEFFREY H. HAYES ~ ILLUSTRATION, ANIMATION & DESIGN

JHH.Arts@gmail.com

617 - 821 - 9459

JHHArts.net

PROFESSIONAL PROFILE

Creative consultant of broad experience, seasoned to innovate, facilitate and create engaging graphics and interactive media. Eight years in-house at global advertising agencies collaborating with cross-disciplinary teams.

- Live-illustrates for leading brands including: Energizer, Bacardi, Sealy, Hawaiian Tropic, Weight Watchers & Anthem Health Care
- Capabilities include: illustration, concept drawing, animation, design and integrated campaigns. Fluency in Flash, Photoshop, Illustrator as well as pen & pencil.

EXPERIENCE

J.H.H. ARTS, Freelance Illustrator, Designer, Art Director, 1994-2017

Hands-on creative direction and development of illustration, concept design animation, games and interactive advertising campaigns.

- Close coordination with clients such as: Synecticsworld, Hasbro, Partners + Simons, Delphi, Agilent, Maintainnet, Houghton Mifflin, Renaissance Hotels, Coldwell Banker, E-dialog Cumberland Farms, Maui Economic Development Board, New Direct Ideas and more.

ARNOLD WORLDWIDE, Designer, 2004 - 2007

Flash design, animation and Illustration. Creation of online tied-ins to TV, print and outdoor campaigns. Projects include mini-sites, Flash movies, banners and games.

- Collaborated with directors, copywriters, programmers and designers on concepts.
- Created concept sketches and storyboards for client and new business presentations.
- Clients included: Vonage, Truth (The American Legacy Foundation), TAG, Royal Caribbean, Tyson, ESPN, Dana Farber, Disney, First Marblehead.

DIGITAS (formerly SIG/BSH) – Designer, Art Director 1995-1999

Creation of corporate websites for the highly successful interactive development subsidiary of leading direct-marketing agency, Bronner, Slosberg and Humphrey.

- Crafted multiple corporate identity website designs, intranets, kiosks and advertising campaigns in coordination with collateral materials for "Fortune 500" clients such as: American Express, AT&T, FedEx, L.L.Bean, IBM, Harcourt-Brace, House of Seagram, and Harvard University Business School.
- Involved in creative ad campaign through initial strategy meetings, conceptualization, user feedback, to final launch and continual updating.
- Directed project teams up to 12 individuals on variety of projects under tight deadlines.
- Researched and documented new technologies for future client applications.
- Represented the creative department to clients.
- Received multiple recruiting bonuses. Interviewed applicants as company grew from 7 employees to over 250.

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PROFESSIONAL EXPERIENCE continued

HARVARD BUSINESS SCHOOL PUBLISHING – Designer, 1994 -1995

- Designed and developed interactive CD-ROM based applications, created multi-media presentations and book cover designs in a close and collaborative team setting.

VIDEOCRAFT - Paintbox Designer 1992-1993

- Created graphics for television and video presentations under tight deadlines.
- Conducted meetings and coordinated with clients.

OLIVE JAR ANIMATION STUDIO - Animation Cell Inker, 1991 - 1992

- Illustrated storyboards, built film sets and produced traditional cell animations.
- Participated in conceptual brainstorming and collaboration in a highly creative environment.

EXHIBITIONS

Flying Cranes Promotional Campaign, Japan, 2016

Posters, flyers and collateral for the Kozuru Family Museum Exhibition
Hotels, restaurants and train stations, Kyushu, Japan

Cambridge School Auction Group Show, 2013

MoonWreck, letterpress print
Thompson Gallery, Weston MA

Chain Letter – Group Show, 2011

Cyclopean Portrait, oil on canvas
Samson Project, Boston MA

The 4 Elements Sculpture Show, 2003

Islands, mixed media afloat on Lake Hibiscus
Forest Hills Educational Trust, Jamaica Plain, MA

AWARDS

- Web Awards, Best Telecom Website - The History of Communication, Vonage – 2007
- Web Awards, Best Non-Profit Website, Singing Cowpoke, Truth – 2007
- Hatch Awards, Integrated Gold, Infect Truth – 2007
- Hatch Awards, Integrated Silver, Whudafxup – 2007
- The Andy Award, Gold - Infect Truth – 2007
- Webby Awards, Best Navigation/Structure - Infect Truth – 2007
- Webby Awards, Best Use of Animation or Motion Graphics Honoree - Whudafxup – 2007
- Art Director's Club, Gold Award - Infect Truth – 2007
- London International, Silver - Infect Truth – 2007
- MITX Award - Best Creative Concept - ESPN Smack Cards – 2006
- More listings on request

EDUCATION & TRAINING

- Innovation Team Workshop, Synecticsworld, Cambridge, MA. ITW Certificate
- Massachusetts College of Art, Boston, MA. Bachelor of Arts in Illustration
- Parsons School of Design, NYC, NY. Foundation year