

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 Photoshop, Illustrator, Flash, as well as pencil, pen & ink.

EXPERIENCE

J.H.H. ARTS, Freelance Illustrator, Designer, Art Director, 1988-2018

Hands-on creative direction and development of illustration, concept design, animation, online games, and integrated, 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, Senior Designer, 2004 - 2007

Illustration, Flash design, and animation. 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.
- 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) – Art Director, 1995-1999

Creation of corporate websites for the highly successful interactive 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 Seagrams, and Harvard University Business School.
- Created ad campaigns from initial strategy, conceptualization, to final launch, user feedback and continual updates.
- Directed project teams up to 10 individuals on variety of projects under tight deadlines.
- Researched and documented new technologies for future client applications.
- Represented the creative department with clients.
- Recruited and interviewed applicants as company grew from 7 employees to over 250.

JEFFREY H. HAYES ~ ILLUSTRATION, ANIMATION & DESIGN

JHH.Arts@gmail.com

617 - 821 - 9459

JHHArts.net

PROFESSIONAL EXPERIENCE continued:

HARVARD BUSINESS SCHOOL PUBLISHING – Designer, 1994 -1995

- Designed and developed interactive CD-ROM based applications, created multi-media presentations and designed book covers in a 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.

AWARDS

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

EXHIBITIONS

Solo Illustration Exhibition, planned 2019. Thompson Gallery, Weston MA

Nasty Women Group Show, 2017. Laconia Gallery, Boston MA
Letterpress Print

Flying Cranes Promotional Campaign, Japan, 2016. Kyushu, Japan
Kozuru Family Exhibition Posters, flyers and collateral for train stations, restaurants and hotels.

Chain Letter – Group Show, 2011. Samson Project, Boston MA
Cyclopean Portrait, oil on canvas

The 4 Elements Sculpture Show, 2003. Forest Hills Educational Trust, Jamaica Plain, MA
Floating Islands, mixed media afloat on Lake Hibiscus

EDUCATION & TRAINING

- Haystack Mountain School - Open Studio Residency
- Synecticsworld Innovation Team Workshop, ITW Certificate
- Pilchuck Glass School - Mold making & kiln casting
- Massachusetts College of Art, Bachelor of Arts in Illustration