

# Jeffrey H. Hayes ~ Illustration & Design

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JHHArts.net

## PROFESSIONAL EXPERIENCE

### Illustrator, Designer, – Freelance, 1994 - Present

Facilitated innovation, animation and illustration development in coordination with brands such as:  
Harvard Innovation Lab, Energizer, Houghton Mifflin, Blue Cross Blue Shield, E-dialog  
Cumberland Farms, Coldwell Banker, Renaissance Hotels,, Synecticsworld, Voter.com,  
Britannica.com, Suncare, Weight Watchers, Sealy, Wellpoint, Bacardi & Phish.

### Art Fabricator – NK Studio, 1999 - Present

- Ideation, concept & creation of sculpture and promotions for internationally exhibiting artists.
- Development of designs, mold making and resin casting for production and marketing.
- Collaboration with vendors, on site installation and lighting design of limited addition artwork.

### Drawing Teacher – 2018 - Present

- Demonstration and facilitation of drawing techniques such as *flying contour* and *plein-air*.
- Warm-ups linking perception and deep-work through meditation and eye-hand coordination.
- Ongoing curriculum development based on participant experiences such as *travel journaling*.

### Senior Designer – Arnold Worldwide, 2004 - 2007

Illustration, design, and Flash animation. Creation of online tied-ins to TV, print and environmental campaigns. Projects include websites, 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, Royal Caribbean, TAG, Tyson, ESPN, Dana Farber, Disney, First Marblehead, Truth (The American Legacy Foundation).

### Art Director – Digitas (formerly BSH/SIG), 1995-1999

Creation of several of the internet's first commercial websites ever, with Strategic Interactive Group, the 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, including user testing, 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.

### Designer – Harvard Business School Publishing

- Designed and developed interactive applications based on Harvard's priority case studies.
- Created multi-media presentations and designed book covers in a collaborative team setting.

### Animator & Inker – Olive Jar Animation Studio

- Participated in project development & collaboration in a highly creative environment.
- Illustrated Storyboards, built sets and created traditional cell animation.

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### EDUCATION & TRAINING

- Haystack Mountain School - Open Studio Residency, 2017
- Synecticsworld Innovation Team Workshop, ITW Certificate
- Pilchuck Glass School - Mold making & kiln casting
- Massachusetts College of Art, Bachelor of Arts, Illustration
- Parsons School of Design, Foundation program & Fine Arts

### RECOGNITION

- Massachusetts Cultural Council – Artist grant recipient, 2021
- Web Awards, Best Telecom Website – Vonage, The History of Communication
- Web Awards, Best Non-Profit Website – Truth, Singing Cowpoke
- Hatch Awards, Integrated Campaign Gold – Infect Truth
- The Andy Award, Gold – Infect Truth
- Webby Awards, Best Use of Animation Honoree – Truth, Whudafxup
- Art Director's Club, Gold – Infect Truth
- London International, Silver – Infect Truth
- MITX Award - Best Creative Concept – ESPN Smack Cards
- National Scholastic Art & Writing Awards, Gold Medal – Life Drawing

### EXHIBITIONS / PRESENTATIONS

- **Artists Retrospective Exhibition** –Thompson Gallery, Weston MA, planned for Spring 2023.
- **Remote Presentations** – Zoom demos & studio tours, 2020-21
- **Nourish** – Mass College of Art Alumni Exhibition. Cartoon Contemplations of Cape Cod series, Graduate Gallery, 2019
- **Japan Society Gala** – Creation and marketing of 60th anniversary print for auction and Japan Festival, 2019
- **Teacher, Introduction to Drawing** – Showa University, Boston, MA. 2019
- **Teacher, Outdoor Drawing Workshop** – Haystack Mountain School, Mass College of Art alumna program. Deer Isle ME, 2018
- **Illustration Exhibition** – OldCape Sotheby's, Orleans MA, 2017
- **ARCK Gala Auction Group Show** – Lenox Hotel, Boston, MA 2017
- **Nasty Women Group Show** – Laconia Gallery, Boston MA 2017
- **Kozuru Family Exhibition** – Artwork fabrication and promotional graphics. Geibunkan Museum, Fukuoka, Japan, 2016
- **Cambridge School of Weston Auction Group Show** – Thompson Gallery, Weston MA 2011, 2012, 2013
- **Chain Letter Group Show** – Cyclops Portrait, Samson Project Gallery, Boston MA 2011
- **The 4 Elements** – Islands, Mixed Media. Forest Hills Cemetery, Jamaica Plain, MA 2005
- **Re-Turning the Past: Cultural Icons Recast** – Artist Assistant for ICA Boston, Vita Brevis program. Fabricated monumental sculpture installation for exhibition at Paul Revere House, Boston. 2004