

FLETCHER HAYES

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CAREER SUMMARY

- An art director skilled in graphic design and creative copywriting
 - Enhanced the brand identity of the Leo Burnett Company for 17 years before going solo
 - Providing clients with marketing savvy, Macintosh and applications expertise, drawing and retouching skills, and aesthetic judgment
 - Able to absorb and assess, then to imagine, sketch out and communicate ideas
 - Following through with Macintosh production for print ads, collateral and for the Internet
 - Creating strong visual ideas to enhance the client's reputation, increase their sales and build customer loyalty
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EMPLOYMENT HISTORY

FLETCHER HAYES GRAPHIC DESIGN, Chicago, IL 2002-2003

Sole Proprietor

Design and produce logos, advertisements, brochures, catalogs and Web sites for clients such as the Chicago Artists' Coalition, The University of Chicago Graduate School of Business, The Chicago Council on Foreign Relations, Anatomically Correct Gallery, Midwest Monsters apparel, TelePro Temps, MedFit Partners, Kramer Design Studio, and musicians Scott Stenten and Linda Lubell.

LEO BURNETT COMPANY, Chicago, IL 1985-2002

Art Director/Graphic Designer

Conducted the Graphic Services department, helping the agency communicate effectively through sophisticated graphics for corporate identity, publications, house ads, signage and intranet.

- Instituted corporate design standards throughout company forms, posters and recruitment, civic & charitable advertisements
- Designed product logos for clients such as McDonald's, ComEd and Hallmark Cards
- Increased interdepartmental communication through design of a variety of informative newsletters
- Enhanced the significance of press coverage by improving media clippings for the Press Wall
- Recommended and helped institute workflow and infrastructure improvements, such as Macintosh support groups and spraybooths on all Creative Department floors
- Boosted attendance at the Fitness Center through colorful printed and intranet promotions

RAY COLLEGE OF DESIGN, Chicago, IL 1992-1995

Instructor

Taught design and applications in evening continuing-education courses: Adobe Photoshop, Adobe Illustrator and Quark Xpress.

VIA VIDEO, INC., Chicago, IL 1983-1985

Regional Marketing Support Manager

Assisted sales of stand-alone computer graphics systems at trade shows and from our offices, and trained the new customers.

FRAMEWAY STUDIOS, INC., Chicago, IL 1981-1983

Vice President, Manager

Managed picture framing studio of 7-10 employees; also did payroll, accounts payable/receivable, bookkeeping, production and inside sales. Helped custom framing shop broaden its capability into a manufacturer of frames sold to other frame shops.

CUNNINGHAM & WALSH CHICAGO, INC., Chicago, IL 1978-1981

Art Director

Created ad campaigns for clients Brown & Williamson Tobacco, WBBM TV, Elkay Manufacturing and Just Pants Stores.

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EDUCATION

Post Graduate Study: School of the Art Institute of Chicago; Lill Street Art Center; numerous software training courses; Columbia College; Northwestern University, Chicago IL

Master of Arts: University of Alabama, Tuscaloosa, AL

Blossom-Kent Art Program: Kent State University, Kent, OH

Bachelor of Fine Arts: University of Alabama, Tuscaloosa, AL

INTERESTS

Oil painting, drawing, photography, art-kite designing, book club, carpentry, bicycling