



Brett Hays

co-founder

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EDUCATION

Bachelors in Fine and Applied Arts - Graphic Design
University of Illinois, Champaign-Urbana, May 2004

DESIGN EXPERIENCE

Carle Hospital Low Vision Center - Urbana, Illinois
Consulting through academic exploration - Spring 2003
Research, development, and consultation with Carle Hospital Low Vision Center; Urbana, Illinois and the Deicke Vision Rehabilitation Center; Wheaton, Illinois. Services include creating a marketing campaign with industrial/graphic design.

Chaminade Maui Invitational NCAA Basketball Tournament
Website Design - www.mauiinvitational.com- December 2002
New design and reprogramming to replace previous website. Decreased conflicts with the navigation, branding, and methodology of the company/tournament. Website redesign featured more effective navigation for the user.

Downstate Publications - Springfield, Illinois
Website Design - www.downstatepublications.com - 2001
Design, programing, and maintenance of website with the intention of increasing knowledge of the book catalog. Accessibility of website redesign led to a rise in sales.

Krispy Kreme Doughnuts - Chicago, Illinois
Graphic Design and Creative Development - February 2001
Research, development, creation, and presentation of storyboards to be used in Television advertisements. Promotional material for most recent franchise found in the Chicago Gazette Newspaper.

Elon Student Television
Logo Design and Company Identity- 2001
Created logo design for the Elon College television station.

Illinois Department of Natural Resources
Springfield, Illinois - Summer & Winter 2000-2001
Created more efficient work environment by designing signs, creating, mounting, and arranging images for three dimensional displays. Job included touching up images and pre-press production for final output.

Gallery showing of Senior work in Chicago;2004

VOLUNTEER SERVICE

IllTown Showdown Concert and Charity Event
August 2000
Conceived, aided in funding, managed, public relations, and held benefit concert whose proceeds went to the American Cancer Society. The concert lasted 10 hours and had over 13 bands participate.

BUSINESS/FILM EXPERIENCE

Nikken International
Independent Business Owner, Summer 2002-present
Creation of a business that consults individuals who are interested in starting their own business. The business consists of marketing, sales, and distribution of products and services. The business began with one person and within months grew to over 30 independent business owners, and continues to grow.

Bad Idea, a digital short film
Production Design, Grip, 2004
Duties included creating the physical and visual appearance of the film.

Shutter, a 16mm short film
Producer, 2001
Co-wrote, raised money, and produced the short film. Duties included networking with the St. Louis film community to find cast and crew. This led to over 30 voluntary professional workers and nationally famous short film assistant director, Doveed Linder.

X-Guys, a digital short film
Producer, Co-Writer, Sound Designer, Actor, 2000
Co-Wrote, Produced and starred in the short film/commercial. Duties also included writing and recording the theme song.

KNOWLEDGE/SKILLS

Desktop Publishing
Adobe Illustrator, Pagemaker, InDesign, Quark, Photoshop.
Web Development
Dreamweaver, Fireworks.
Sound Editing
Cool Edit Pro, and Sound Forge.
Dynamic Media
Macromedia Director.

AWARDS/RECOGNITION

1st Place, KFC Advertising Competition, :30 spot Big Fish aired on national primetime television (FOX & NBC), 2003. I developed the Storyboard.
University of Illinois - Champaign-Urbana
Art Contest: 5 pieces displayed in Krannert Art Museum, 2001
Deans List 2001-2003
Awarded tuition waiver; School of Art and Design, 2002;2003
I-Space Gallery