

DAVID HAYS

davidahays.com

davidahays@gmail.com

Senior Creative Supervisor

Blizzard Entertainment

Nov 2015 - Present

Clients: Overwatch, Hearthstone, World of Warcraft, Diablo, Starcraft, Heroes of the Storm

Freelance Creative Director

72andSunny, Trailer Park, Saatchi & Saatchi

Oct 2013 - Nov 2015

Clients: Google, Disney Interactive, Toyota

Creative Director

BLT Communications, Hollywood

May 2012 - Oct 2013

Clients: HBO, Netflix, Lifetime, A&E, Electronic Arts, Paramount, FX, 20th Century Fox, Square Enix, Dolby, Esquire Network, Bioware

Associate Creative Director

Saatchi & Saatchi, Torrance

Aug 2011 - May 2012

Wrote Toyota's global tagline "Let's Go Places"

Clients: Toyota

Founder, Creative Director

Hooky Interactive, Santa Monica

Jun 2008 - Jul 2011

Clients: Disney, Sony Pictures, South Park Studios, Infiniti, Kia, Honda, Fox, Gillette, LiveNation, Lexus, K-Swiss

Senior Art Director

TBWA\Chiat\Day, Los Angeles

Dec 2005 - Oct 2007

Clients: Sony PlayStation, Nissan, Infiniti, Harmon/Kardon, Energizer, Visa

Senior Art Director

Ignited El Segundo, CA

Feb 2003 - Sep 2005

Clients: Activision, LucasArts, Levi's, Nintendo, Namco, Sony Pictures, Spike TV

Art Director

Grey Worldwide San Francisco, CA

Mar 2000 - Oct 2002

Clients include: 24 Hour Fitness, San Francisco Zoo, Oracle, Challenge Butter

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Qualifications

Integrated Creative Director with over sixteen years of experience contributing to over 500 unique projects developing traditional and interactive marketing for the world's most recognized brands. Expert in concept, strategy and design for all media vehicles including mobile experiences, web sites, digital applications, games, social platforms and large-scale ad campaigns. Proven ability to motivate and inspire creative teams to deliver superbly crafted solutions under tight deadlines. I strive to be constructive, fearless, charismatic, passionate, self-possessed and committed to a vision. I lean heavily on my capabilities to direct and enhance the efforts of a creative team consisting of designers, art directors, copywriters, strategists, information architects, illustrators, animators, interface designers, front/back end application developers and CG artists. I love my job and it shows.

Career Highlights

- Studied storytelling under Matthew Luhn, **Pixar Story Supervisor** (2015)
- Wrote Toyota's new global tag line "**Let's Go Places**" (2012)
- Designed Disney's **MickeyMouse.com** (2011)
- Reported to Chiat Day Creative Guru/Ad Legend **Lee Clow**
- Designed Sony's **PlayStation.com** (2007)
- Launched Sony's **PlayStation 3 Console** (2007)
- Designed NamcoBandai's **Namco.com** (2005)

Client History



Recognition

Work featured in *Fortune*, *Communication Arts*, *Design and Art Director Annual*, *Creativity* and *AdCritic*. Awarded by *The One Show*, *Cannes*, *Webby's*, *Addy's*, *FWA*, *Internet Advertising Competition*, *Pixel Awards*, and *New York Fest*.