



John Hafford Marketing Strategist/Brand Manager/Graphic Designer/Illustrator/Photographer/Visual Artist

2002 - Present www.jhafford.com Millinocket, ME

Owner Marketing, Branding, Identity, Graphic Design & Illustration

- *Marketing Strategies, brand management, corporate identity, graphic design, web and print, promotional materials, signage, illustration, photography*

1999 - 2002 ATX Inc. Caribou, ME

Marketing Director/Art Director Marketing, Branding, Identity, Graphic Design & Illustration

- *Achieved the Inc 500 list of America's fastest growing, privately held companies for all three years of employment*
- *Maine Business of the Year Award (2001), Maine Technology Business Of The Year (2002)*
- *Worked directly with CEO to create, implement and execute marketing plan*
- *Increased gross revenue from \$5.2 million to \$32 million in less than three years*
- *Design responsibilities included print, web, product catalogs, product packaging, software icons and interface design, print advertisements, direct mail, enriched email, trade show materials and more*

1994 - 1999 Printstreet, Inc Caribou, ME

Owner General Manager, Marketing, PR, Sales & Production

- *Branding, identity, in-house commercial screen printing, signage, promotional products*
- *Logo development and naming, collateral design, web design, illustration, tradeshow materials, signage and more.*

Education 1988 -1992

University Of Maine At
Presque Isle, Presque Isle,
ME - **BFA**

Software Skills

- *InDesign, Illustrator,
Photoshop, Dreamweaver,
Fireworks, CorelDraw*

Traditional Art Skills

- *Drawing: graphite, charcoal,
pen & ink*
- *Painting: acrylic, watercolor,
gauche*
- *Photography: nature,
contemporary, human*
- *Portraiture: acrylic,
watercolor, graphite,
photography*

CONTACT

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CLIENT

Four Season's Resort

WORK

Brochures, Direct Mail, Brand Identity

OBJECTIVE

These two pages are part of an eight page promotional brochure developed as part of a direct mail campaign designed to increase traffic to other parts of the resort.





CLIENT

Southwest Wildlife

WORK

Brochures, Direct Mail, Brand Identity

OBJECTIVE

Major brand redesign and positioning. This four brochure project features a catalog, a direct mail fund-raising piece and two point of sale pieces.



CLIENT

Invision Strategic Marketing

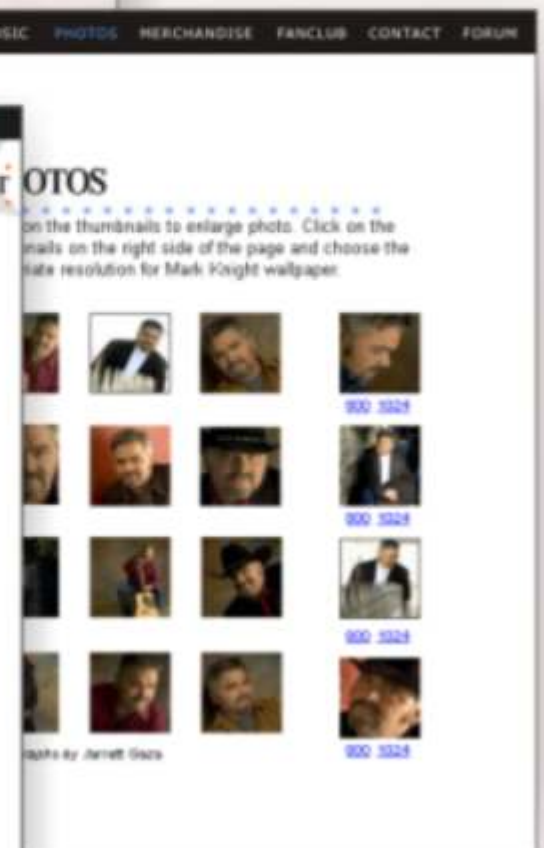
WORK

Logo Development, Corporate Identity

OBJECTIVE

Logo redesign and complete identity package; letterhead, business card, envelope and brochure.





CLIENT

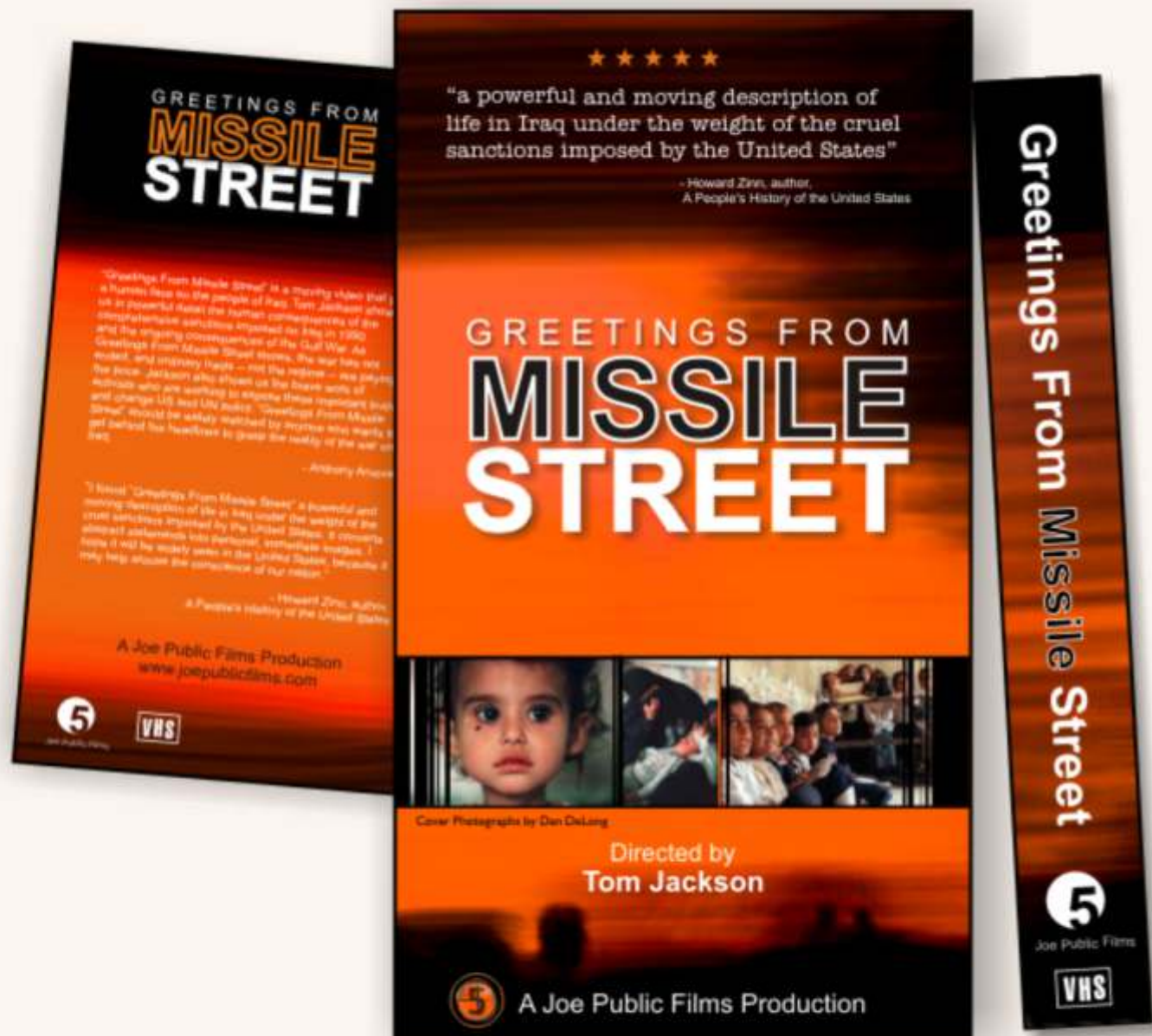
Mark Knight

WORK

Logo, Website, Brand Management

OBJECTIVE

This 24 page website featured one of Maine's premier country music stars with music samples, screensavers, shopping cart and fan forum.





COMMERCIAL ASSOCIATES INSURANCE SERVICES

CLIENT

Commercial Associates

WORK

Logo Development, Corporate Identity

OBJECTIVE

Logo redesign and complete identity package; letterhead, business card and envelope.



CLIENT
Hotel Bel-Air

WORK
Brochures

OBJECTIVE
These brochures effectively communicate Hotel Bel-Air's intimate dining experience and advance their elegant brand.



**CLIENT**

North Maine Woods

WORK

Illustration (watercolor, acrylic, pencil on paper)

OBJECTIVE

This illustration was created for the tourism market: Prints, tees, hats, stickers etc.

CLIENT

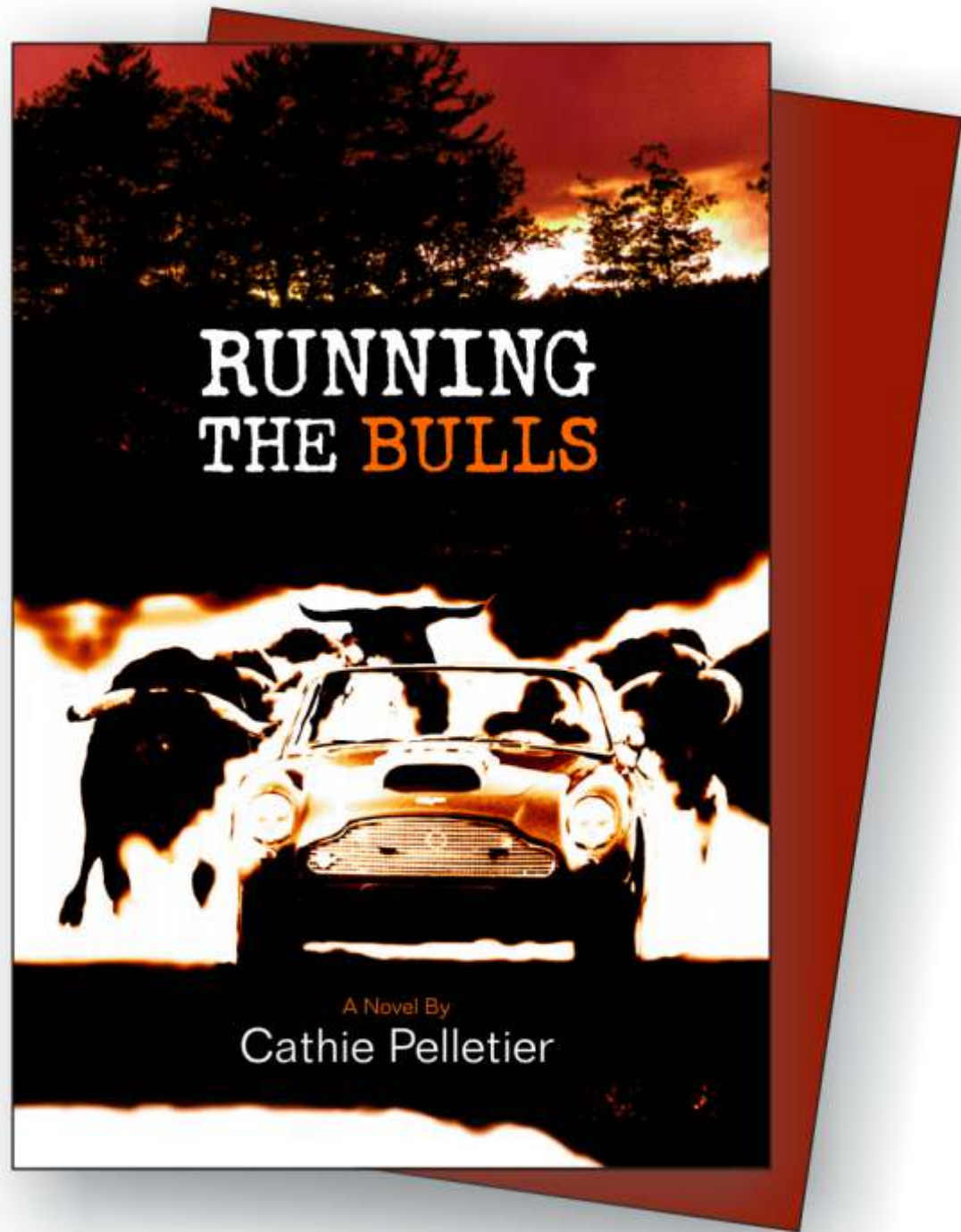
University Press Of New England

WORK

Cover Illustration, Cover Design

OBJECTIVE

Worked closely with author to create the above cover design and illustration. UPNE later selected this design for the cover of their fall sales catalog.





CLIENT
ATX Inc

WORK
Logo Development, Catalog, CD
Branding

OBJECTIVE
As both art and marketing director for ATX, I chose gentle, human faces to deliver breezy layouts and lend interest and simplicity to an otherwise, complicated, uneventful product. The resulting campaign yielded the best returns of all tax seasons to date.

ATX

Introducing
TOTAL TAX OFFICE
\$1,000
TRY FREE
Until January 15, 2003

Inside:
MAX
Tax Research
1040 Tax Office
Unlimited OneClick E-file
and much, much more!

Call 1-877-728-9776
www.atxpros.com



THE MACHINES

CLIENT

The Machines

WORK

Logo Development

OBJECTIVE

This logo was developed for a music producer in New York City. The idea was to mix an inner city element with music. The result was an unmissable (new word) logo that screams “embroider me on your hat”.

CLIENT

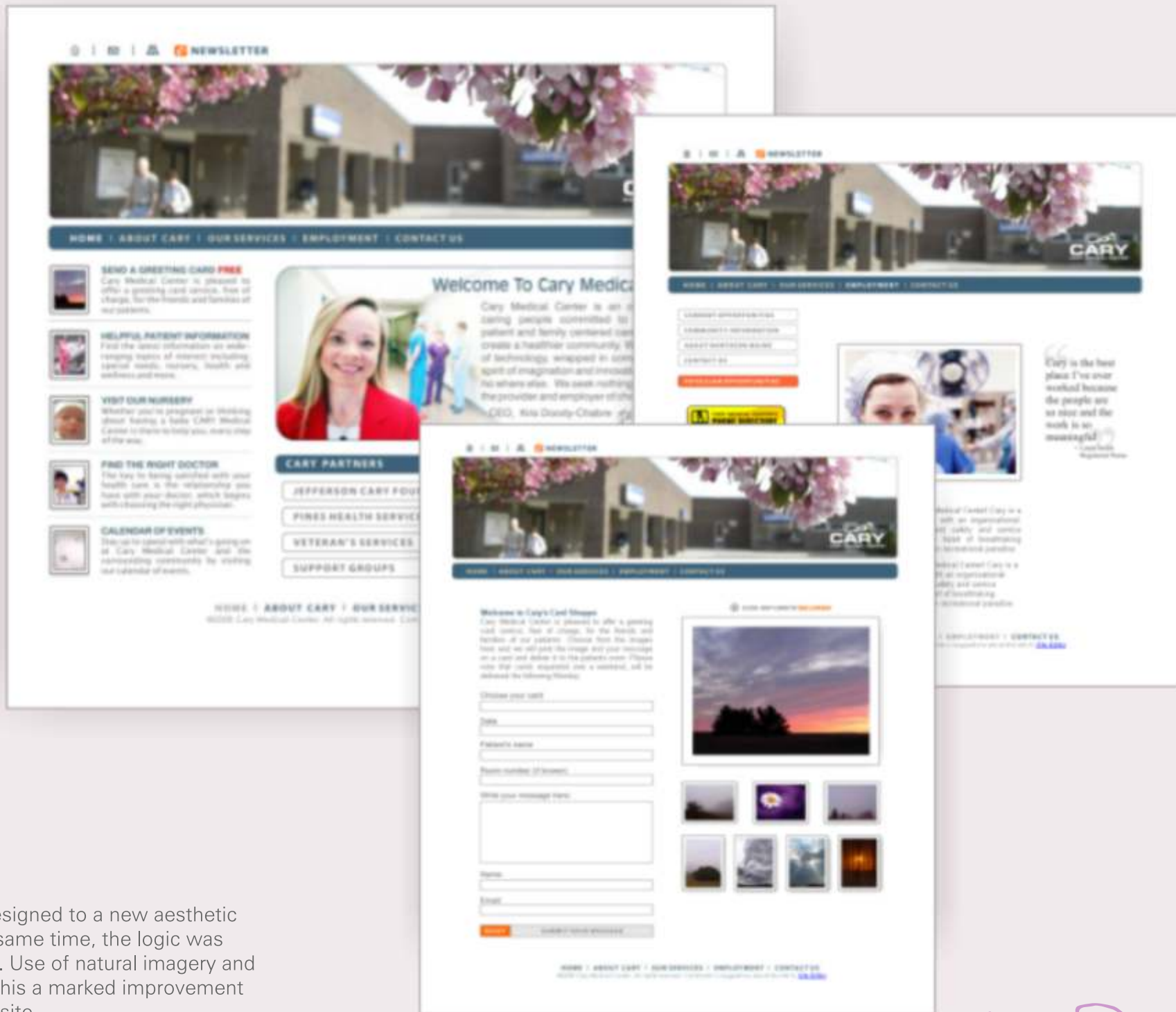
Cary Medical Center

WORK

Website, Photography

OBJECTIVE

This website was redesigned to a new aesthetic standard while at the same time, the logic was dramatically improved. Use of natural imagery and friendly people make this a marked improvement over the previous website.





CLIENT

The Tesseract School

WORK

Brochures, Direct Mail, Brand Identity

OBJECTIVE

This brochure which was part of a larger campaign and included a folder and business card. This new look marked a shift in the brand to a more human approach with the use of photos and real students.



**CLIENT**

Artists For Aids Awareness

WORK

Poster Illustration (Graphite on paper)

OBJECTIVE

This illustration was created entirely using pencil. Used to populate posters, booklets, tickets. Original was donated and sold at the art auction to raise money for Aids awareness.

SPECIALTY CLASSES We believe in educating the whole child by focusing on important academic skills while enriching the curriculum with the arts, foreign language, technology and physical education.

In middle school, various performing and applied arts electives are offered. These classes develop and strengthen skills in each discipline, providing students with hands-on experiences in both the performing and visual arts through such events as the Spring Musical, band concerts and Fine Arts Night. From strengthening singing and acting skills to learning color theory and perception skills, the arts enrich every student's course of study.

Through all grade levels, Spanish is a core subject, and is acquired by students via communicative, participatory and culturally-based activities. One such example is at Mercado, where students are responsible for planning, organizing and implementing an authentic Mexican marketplace for the entire school.



"WE BELIEVE IN EDUCATING THE WHOLE CHILD, BY FOCUSING ON IMPORTANT ACADEMIC SKILLS WHILE ENRICHING THE CURRICULUM WITH THE ARTS, FOREIGN LANGUAGE, TECHNOLOGY AND PHYSICAL EDUCATION"



Tesseract School
Engaging Minds. Inspiring Dreams.



CLIENT

The Tesseract School

WORK

Brochures, Direct Mail, Brand Identity

OBJECTIVE

This brochure which was part of a larger campaign and included a folder and business card. This new look marked a shift in the brand to a more human approach with the use of photos and real students.



CLIENT

Printstreet, In-House

WORK

Apparel Line Design

OBJECTIVE

This line of apparel designs was originally developed for my own company (Printstreet) and eventually reached cities all over the US.





WORK

Photography

OBJECTIVE

Photography is a key element to effective communication. The above photos are just a few selections of thousands in my library.





CLIENT
Deering Bridge Farms

WORK
Logo illustration, Website, Brand Identity

OBJECTIVE
In addition to the logo illustration, this website instantly placed Deering Bridge Farms along side the competition. These pieces were followed with brochures, product labels, tradeshow booth and more.



Sigma

Sales and Use

History Repeating Success

Sigma's impressive set of features and capabilities enable you to prepare, print and manage all returns for any number of clients, from you can prepare all forms automatically in one place, print, sign and e-mail them away.

- ✓ Prepare multi-jurisdictional forms and tables all at once
- ✓ Correct forms and rates ensure strict compliance and lower notices
- ✓ Core TaxSolver technology used in Sigma is so powerful that competing sales and use systems look just like a form service, not powerful tax preparation.

Jump Now!
Try Risk Free



1-800	\$180
1-800	\$200
1-800	\$250
1-800	\$300

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www.atxpros.com

ATX

Saber1040

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- ✓ All individual returns: 1040, 1040A, 1040EZ, 1040NR, 1040X - at no extra charge
- ✓ Sophisticated tax calculations wrapped in the easiest-to-use professional tax interface
- ✓ Tax practice management tools including accounts receivables and tax warehouse demographics
- ✓ Conversions available from your current tax software

Jump Now!
Try Risk Free



\$200

Add Unlimited \$100
E-File Service
Includes Audits and 24/7

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www.atxpros.com

ATX

MAX

The most comprehensive tax software program ever created

Nothing's easier than MAX. MAX integrates all you tax work, but does it at an affordable price. Plus, MAX is hands down easier to use - the reason it's the preferred solution for over 40,000 tax professionals.

- ✓ Every Federal, State and City program you'll ever need
- ✓ 1140, 1120, 1120S, 1065, 1061, 1099, 990, 796, 789, 940/941, 990, 5488, CRY, School District, Sales and Use, Application, Foreign, ESTATE, GIL, etc.
- ✓ Conversion from ProSeries, Lacerte, Drake and most other tax software
- ✓ Includes ZillionForms with over 8,000 tax forms

\$700

Add Unlimited \$100
E-File Service
Includes Audits and 24/7



Jump Now!
Try Risk Free

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ATX

ZillionForms

Better than super

Our 8,000 forms, a zillion calculations, reference worksheets, line-by-line instructions, and it's easy to use!

Everything they've got...

- ✓ Only 8,000 Forms
- ✓ All instructions and publications
- ✓ Extensive calculations
- ✓ Thousands of integrated forms
- ✓ Sophisticated client editing
- ✓ Manual included
- ✓ 80 Forms are e-filed approved

...and then some.

- ✓ Free 1099s...
- ✓ 1099 calculations
- ✓ A complete 1099 package
- ✓ Customized worksheets and standard data

Jump Now!
Try Risk Free



\$300

Includes over 8,000 Forms and Federal Forms

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ATX

CLIENT
ATX Inc

WORK
Trade Magazine ads

OBJECTIVE

These ads were placed in various industry trade publications in a four page sequence. People and movement are used to attract and excite the viewer.

**CLIENT**

Monkey Publishing

WORK

Logo Development

OBJECTIVE

The Patheon logo was developed for the online gaming community. The mysterious, futuristic logo does a nice job of setting the stage even before the adventure begins.

CLIENT

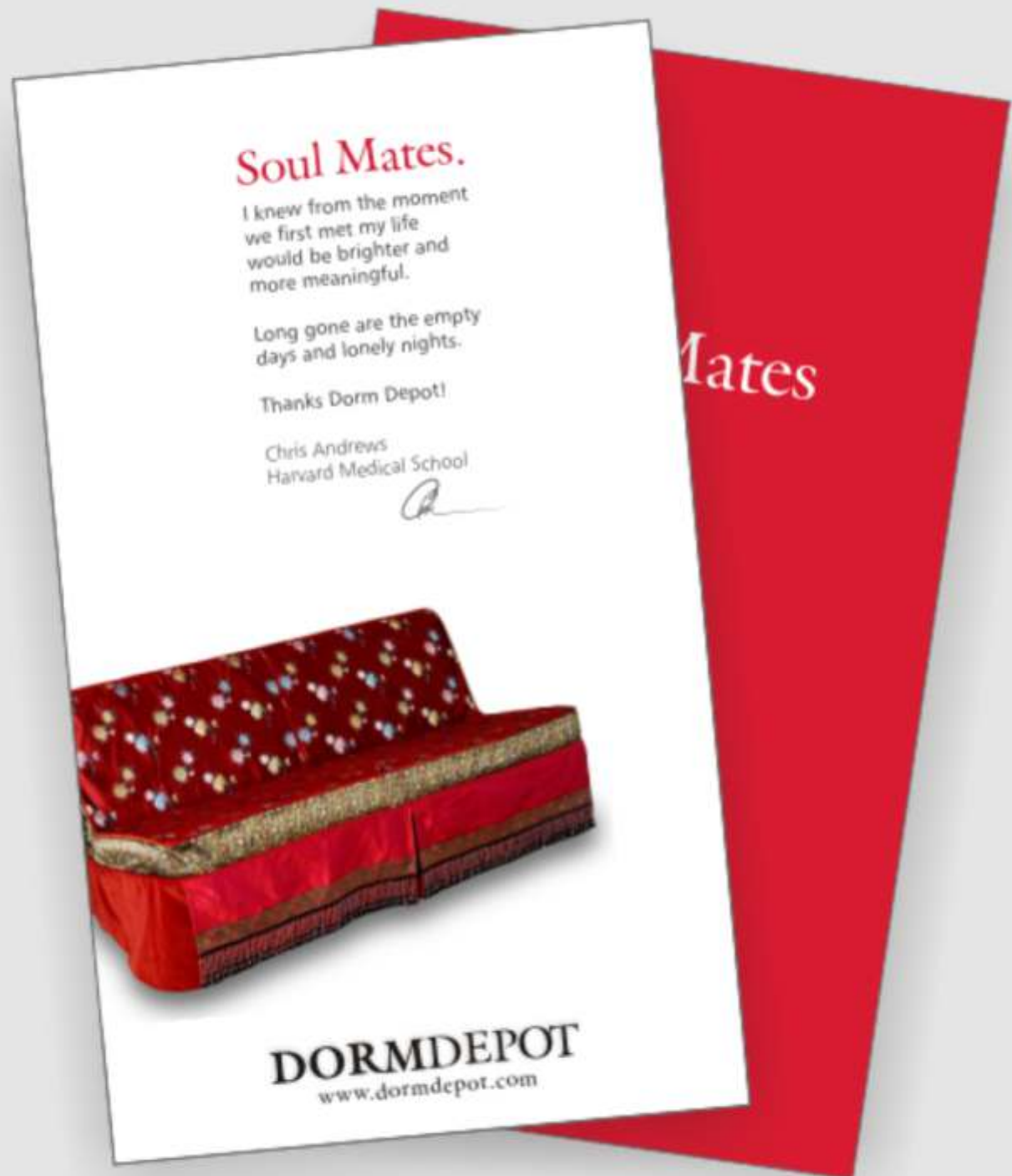
Dorm Depot

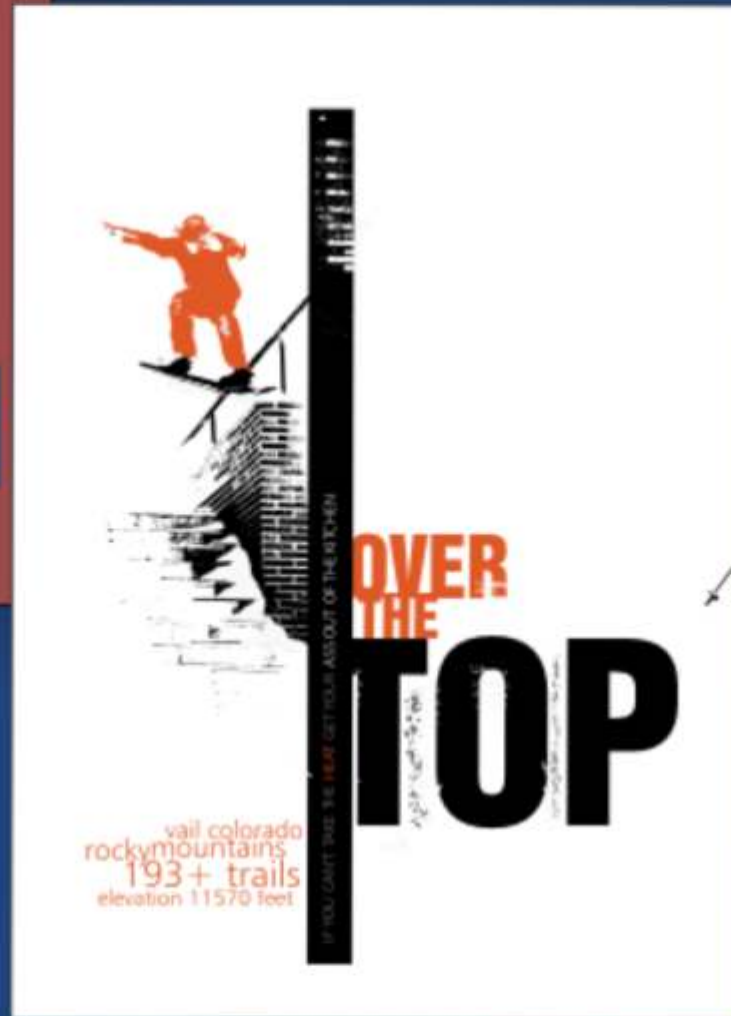
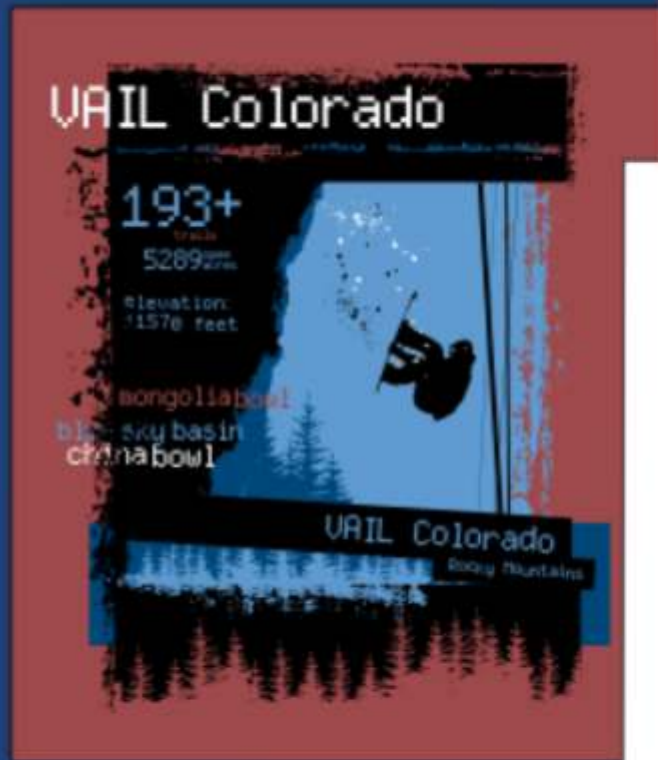
WORK

Print Ad, Package Insert

OBJECTIVE

This piece was originally developed for a print ad and ended up being so well received it became a standard insert with every purchase.





CLIENT
Lakeshirts

WORK
Apparel Design

OBJECTIVE

The above line of apparel designs are part of a larger line created to penetrate new markets for for one of the country's top volume screen printers.



CLIENT

Coyote Country

WORK

Logo Development, Website and
Brand Identity

OBJECTIVE

The above logo and website was created as part of a complete I.D. package. The website instantly positioned Coyote Country as the premier brand in their market.



CLIENT
TaxSolver, ATX

WORK
Tradeshow Booths

OBJECTIVE
The above trade show booths were designed to stand out in the sea of would-be vendors. The use of loud color schemes and interesting imagery make these designs stand out.