

Jaqai Mickelsen

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The Official Jaqai Overview

- A multifaceted individual with expertise in team management and design with a clear understanding of various medias such as print, iTV, web, wireless and broadcast
- Flawless record in managing multiple priorities and keeping pace in front of intense deadlines
- Capable of patting my head and rubbing my stomach in unison all while wearing socks
- Accomplished in traditional illustration, animation & live action video production as well as editing (for both broadcast & web)
- Very organized and well versed in establishing file archiving procedures
- Proficient in sound production and editing (foley sounds, sound effects, music production, voice over recording & talent direction)
- Strong communicator able to translate technical jargon
- Exceptional hygiene, complete with minty breath, and tidy undergarments
- A knack for creating maximum impact with minimum assets
- A team player that leads and manages by example
- Accomplished in Photoshop, Illustrator, After Effects, Flash, Premiere, Audition, and others

Objective

To find rewarding and personally satisfying work with a good company, in a highly creative and collaborative environment.

Professional Experience

Jaqai.com
vista, ca

**Owner &
Graphic Artist**
2005-Present

Currently the brains and brawn behind what is essentially a one man show that offers print, web & interface design, broadcast animation, video production, corporate identity, and original illustration to a wide range of clients.

- Initiated and continue to maintain strong client relationships and satisfaction
- Responsible for billing and collection
- Design work completed for a number of clients, including:
 - Microsoft
 - Rockstar San Diego
 - Buzztime, Inc.
 - Ebet, Inc.
 - Pechanga Casino
 - City of Carlsbad
 - Toltek Media
 - The Marcus Buckingham Company
 - MTI Marketing
 - The Washington Mystics (WNBA)
 - Phoenix Footwear
 - SMS.ac

NTN Buzztime
carlsbad, ca

Art Manager
2003-2005

Art directed & managed a art team consisting of a senior artist, three junior artists, and one intern - all supporting marketing, game design & production, and branding strategy/consistency.

- Created of a completely new Buzztime style guide, still influencing the brand
- Directed the creation of interactive games for both satellite and digital cable systems, including:
Dish Network, Comcast, Time Warner, Suscom

- Collaborated with Chicago based Cadaco toys to create and design Buzztime Trivia playing cards and the Buzztime Home Trivia System video console. Both are currently available in retail outlets throughout North America
- Managed our relationship with October Strategies and established a cohesive marketing strategy with concise B to B communication
- Nodded my head at appropriate intervals while executives spoke

NTN Buzztime
carlsbad, ca

Sr. Graphic Artist
2001-2003

Successfully built an art team from the ground up and established production templates, marketing campaigns, as well as productivity enhancing operating procedures.

- Won Buzztime's annual Star Award for the third consecutive year, recognizing my "above and beyond" performance
- Quoted in the 2003 book, *Convergence Design* for my experience and knowledge in designing for wireless devices
- Designed the Emmy nominated 1.5 version of Buzztime's iTV trivia channel that was available to more than a quarter of a million homes
- Game design work featured in the New York Times, the San Diego Union Tribune, and many industry publications
- Partnered with the programming team to design and port graphics of existing and new single player games to multiple platforms including Java, Brew, Flash, Power TV, Liberate, Bluestreak, Moxy, and Echostar
- Conceptualized and created broadcast television and radio marketing campaigns in-house saving Buzztime an excess of \$400,000.00 in outsourcing production costs
- Designed print ads for publications such as CableFax, Multi-Channel News, and other leading industry magazines
- Demonstrated the importance of wearing clothing
- Created B-to-B marketing collateral – including one sheets, video loops, direct mail pieces, and canned interactive demonstrations
- Streamlined the management of incoming requests from all company departments by inventing the Art Request Form

NTN Buzztime
carlsbad, ca

Graphic Artist
2000-2001

Sole member of the Buzztime Art Department – responsible for supporting the art needs of all company departments.

- Designed the very first Brandie Nominated Buzztime Trivia channel that launched to over 65,000 digital cable homes in York, PA
- Designed the exclusive webTV interface of buzztime.com
- Created interactive web based flash banners for various promotions and events
- Redesigned buzztime.com when the business plan shifted in a new direction
- Ate absolutely no glue
- Hired and managed an entry level graphic intern

SpinRecords.com
rancho bernardo, ca

Graphic Artist
1999-2000

Worked with a team of six artists to create marketing materials for a cutting edge brand. Created and maintained a weekly original web comic strip.

- Original characters and illustration featured in the 42nd Annual Grammy Awards Program, the Rock & Roll Yellow Pages, and various others
- Print work featured in Collegiate Monthly 101 and No Cover Magazine

- Conceptualized and produced interactive Flash webisodes and banner ads featured on the site
- Designed event and band logos
- Created posters for industry and music parties/events
- Assisted the production team in recording live action footage for multimedia projects and videos

Electriciti
san diego, ca

Graphic Artist
1998-1999

Worked as the only artist in a team of mostly technical programmers on various web related projects.

- Provided outside clients website concept designs and hard coded HTML
- Created numerous animated banners in both flash and .gif formats
- Learned that acquiring super-human strength from spinach is a crock
- Image scanning and web optimization

Planet X Television
encinitas, ca

Graphic Artist & Producer
1997-1998

- Created an original cartoon strip and various broadcast animations
- Production assistance, camera work – including some hosting
- Worked with outside vendors for promotional event signage
- Responsible for errands, office organization, filing, data entry, etc. (the fun stuff.)

References available upon request