



DESIGNING GOOD TIMES

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## NICE TO MEET YOU:

I'm an analytical, creative, responsible and outcome driven contributor who strives to bring fun into any situation. I have over 10 years of diverse design and leadership experience under my belt, as well as a passion for creating anything intended to inform or entertain an audience.

## THE ESSENTIALS:

- A knack for creating maximum impact with minimum assets
- A strong communicator able to translate technical jargon
- A resourceful team player that leads and manages by example
- Polished in Photoshop, Illustrator, InDesign, Premiere Pro, Final Cut Pro, After Effects, Audition, and traditional cartoon illustration

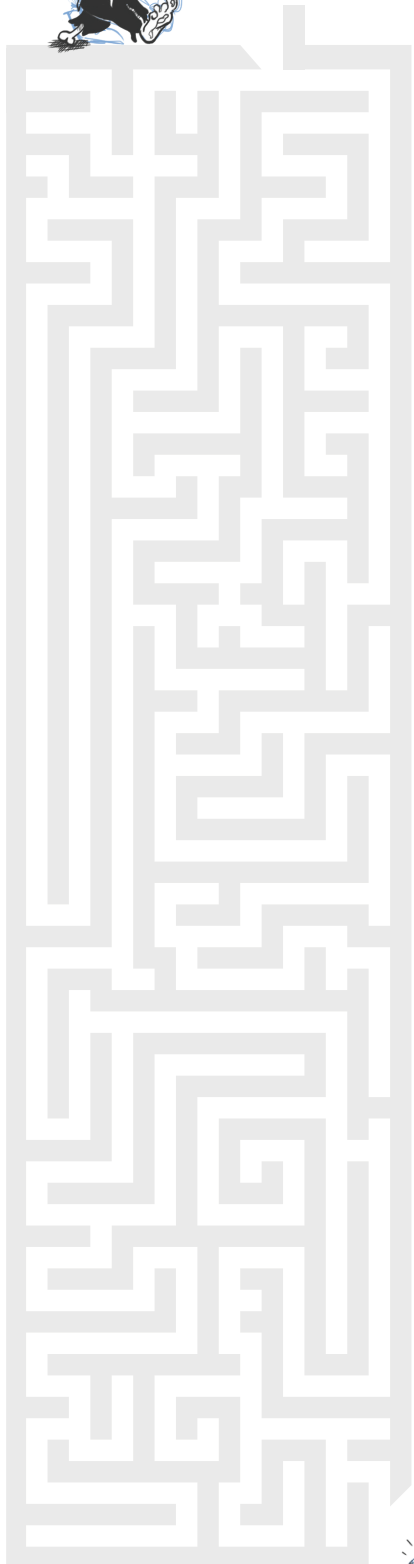
**MY DESTINATION** ▶ **To be creatively challenged - and to work with awesome people to dream-up and make awesome things**

**WHERE I'VE BEEN** ▶ **The Marcus Buckingham Company** | creative director 2008 - present  
On the executive team, I've been responsible for leading, producing, and communicating all creative for the organization: branding, product design, user experience, collateral, videos, web, promotions, presentations for Marcus himself, and client & vendor facilitation.

- Created logo and art directed the publisher on the cover of Marcus Buckingham's New York Times best selling book, StandOut
- Played a dual role of driving aesthetic design as well as UX for the firm's flagship product, the StandOut Platform - currently launched within organizations such as Kohl's, GAP, Hampton Inn, and Accenture
- Designed all of the workshop materials for TMBC's Strong Manager program, mandatory learning for every person hired or promoted to the manager level within Facebook
- Lead Designer and TMBC project lead on Accenture Performance Multiplier, a multi-million dollar joint technology venture between TMBC and Accenture, involving key stake-holders in London, Los Angeles, and Chennai India
- Wrote, animated, and provided the voice over on two marketing videos for the Accenture Performance Multiplier - successfully driving additional user participation in our pilots
- Designed and project managed the development efforts of the "Strong Life Test", a promotional widget created to drum up interest in Marcus's 2009 novel, Find Your Strongest Life. Featured on Oprah.com, Good Morning America, the Huffington Post and other prominent media websites
- Filmed, directed, and completed all post production on various videos featuring Marcus Buckingham for keynotes, client partnerships, and book related viral videos

▶ **Buzztime Entertainment, Inc.** | art manager 2003 - 2005  
Managed a full art team consisting of a senior artist, three junior artists, and one intern - all supporting marketing, branding strategy, and game production & design for multiple platforms

- 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 were available in retail outlets throughout North America
- Invented a Buzztime branding style guide, still influencing the brand today



▶ **Buzztime Entertainment, Inc.** | senior graphic artist 2000 - 2003

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

- Earned praise and won Buzztime's annual Star Award for three consecutive years, being recognized for "above and beyond" performance
- 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 throughout North America
- Conceptualized and created broadcast television and radio marketing campaigns in-house, saving Buzztime an excess of \$400k in outsourcing creative agency production costs
- Designed print ads for publications such as CableFax, Multi-Channel News, and other leading industry magazines

▶ **spinrecords.com** | graphic artist 1999-2000

Hired specifically to create and maintain a comic strip, successfully attracting additional traffic for the site. Worked with a team of six artists to create a myriad of printed, multi-media, and web based materials for the (then) cutting edge .com brand.

- Print design & illustration work featured in the 42nd Annual Grammy Awards Program, the Rock & Roll Yellow Pages, Collegiate Monthly 101, and No Cover Magazine
- Conceptualized and produced a multitude of interactive Flash webisodes and banner ads
- Designed event and band logos
- Assisted the production team in filming live action footage for multimedia projects and videos
- On camera hosting

▶ **ELECTRICITY** | graphic artist 1998 - 1999

Worked as the only creative on a team of technical programmers on various web related projects.

- Provided website concept designs and hard coded HTML to outside clients
- Created animated banners in both flash and .gif formats
- Lots of image scanning, photo touch ups, and web optimization
- Logo design & illustration

▶ **PLANET X TELEVISION** | intern/graphic artist/producer 1997 - 1998

Started as a production intern for the Encinitas based action sports show, but was eventually brought in for a full time position. Responsibilities included everything from hosting segments on air, designing print collateral, to fetching lunch. And coffee. And then washing cars.

▶ **JAQAI.COM** | principal designer 2005 - current

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 including but not limited to:

- The Marcus Buckingham Company
- MTI Marketing
- Microsoft
- Rockstar San Diego
- Ebet, Inc.
- Pechanga Casino
- City of Carlsbad
- Toltek Media
- The Washington Mystics (WNBA)
- Phoenix Footwear
- SMS.ac
- Indigo Post
- CallSign
- Kenexa

**WORK SAMPLES**

▶ [www.jaqai.com](http://www.jaqai.com)  
*my home on the web*

▶ [behance.net/jaqai](http://behance.net/jaqai)  
*additional project samples*