

## THE OFFICIAL JAQAI OVERVIEW

- A knack for creating maximum impact with minimum assets
- Strong communicator able to translate technical jargon – admittedly while overusing analogies
- A team player that leads and manages by example...with no shortage of humor attempts
- Polished in Photoshop, Illustrator, After Effects, Flash, In Design, Audition, Final Cut Pro, and traditional cartoon illustration

## OBJECTIVE

To be creatively challenged - and to work with awesome people to dream-up and make awesome things

## PROFESSIONAL EXPERIENCE

### **THE MARCUS BUCKINGHAM COMPANY (TMBC) | creative director** 2008 - present

Responsible for leading, developing, and communicating all creative strategy for the organization. Branding, product design, user experience, collateral, videos, web, promotions, and driving execution with and through high-profile partnerships

- Drove the design of Marcus Buckingham's next generation Strengths Assessment, including the look and feel of the book itself – to be released Nationally September 13<sup>th</sup> 2011
- Lead designer and TMBC project lead on the Accenture Performance Multiplier, a multi-million dollar joint technology venture between TMBC and Accenture involving development teams in London, Los Angeles, and Chennai India
- Wrote, illustrated, and animated two marketing videos for the Accenture Performance Multiplier intended to emphasize the why behind application - successfully driving additional user participation in our pilots
- Designed all of the printed and web components required for TMBC's flagship Strong Manager Training Program – now mandatory learning for every person hired or promoted to the manager level within the Facebook organization
- Art directed and helped to execute the design of *Strengths Essentials*, our "workshop in a box" offering which launched with great success at SHRM last year for an off the shelf price of \$999
- Created the TMBC brand and style guide from the ground up – establishing brand consistency throughout all of our web, multimedia, and press related initiatives
- Designed and project managed the development efforts of the "Strong Life Test" – a promotional widget created to drum up interest in Marcus's 2009 book, *Find Your Strongest Life* – currently over 2 million views and counting
- Filmed, directed, and edited Marcus Buckingham in various videos for keynotes, client partnerships, and book related marketing initiatives
- Art directed, project managed, and drove the design of the new TMBC.com website - launched for ASTD in May of 2011

### **NTN BUZZTIME | art manager** 2003 - 2005

Managed a full art team consisting of a senior artist, three junior artists, and one intern - all supporting marketing, game design, game production, and branding strategy

- 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
- Managed our relationship with October Strategies and established a cohesive marketing strategy with concise B to B communication
- Invented a Buzztime branding style guide, still influencing the brand today

### **NTN BUZZTIME | senior 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, being recognized my "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
- Game design screenshots featured in the New York Times, the San Diego Union Tribune, and many industry publications
- Conceptualized and created broadcast television and radio marketing campaigns in-house, saving Buzztime an excess of \$400,000.00 in outsourcing creative agency production costs
- Designed print ads for publications such as CableFax, Multi-Channel News, and other leading industry magazines
- Created B-to-B marketing collateral – including one sheets, video loops, direct mail pieces, and canned interactive demonstrations
- Streamlined processing the incoming requests from all company departments with the creation and implementation of a custom Art Request form.

**NTN BUZZTIME | graphic artist 2000-2001**

Sole member of the Buzztime Art Department – responsible for providing creative for all aspects of the business.

- Designed the interface of 1.0 version of the Buzztime Trivia channel that launched to over 65,000 digital cable subscriber homes in York, PA – nominated for a “best new thing” Brandie Award
- 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 and focus shifted in a new direction
- Interviewed, hired, and managed an entry level graphic intern

**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 42<sup>nd</sup> 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
- Did some on camera hosting

**ELECTRICITY | graphic artist 1998 - 1999**

Worked as the only creative on a team of mostly 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 | 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 | contract graphic artist 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