

**CHRIS JACOBS / Los Angeles, CA 90041 310-927-1810**

[www.linkedin.com/in/chrisjacobs](http://www.linkedin.com/in/chrisjacobs)

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## CREATIVE DESIGN STRATEGIST

*Domestic and International Digital / Physical / Interactive User Interface Designs for Web and Mobile Devices, Television / Entertainment Media, Industrial and Architecture.*

Conceptual originator of marketing-centric interactive content and cutting-edge designs

Cross-culturally astute with a sophisticated knowledge of Asian and American marketplace trends.

Excellent communicator; highly effective pitching / presenting concepts and campaigns.

Hand code in HTML and CSS; expert use of Photoshop, Illustrator, InDesign, After Effects, Rhino 3d, Final Cut, Keynote, Pages, and other graphical and development-centric applications.

Strong comprehension of Bootstrap, JQuery, Flash, HTML 5, CSS3

## PROFESSIONAL HISTORY

**Chris Jacobs Design, Los Angeles, CA**

2011 – Current

**Design Strategist / Creative Direction**

Built a solid client base through word-of-mouth reputation. Clients include Applied Minds, Ovation, CitySourced, The Academy of Television Arts, FOX TV, Universal Music's International Music Feed, Adconion Media Group and SAP.

### **Selected client projects:**

Designed an iPad application for Thomson Reuters

Created a flagship retail touch screen application for Interpublic Group's Emerging Media Lab.

Rebranded Joost on behalf of Adconion Media Group

Created motion graphics for Universal Music's International Music Feed

**UNITED FUTURE, Culver City, CA**

2005 – 2010

**Co-Founder and Executive Creative Director**

Launched a multiple award winning interactive agency with one of the West Coast's largest independent advertising agencies. Clients included: Sony, Microsoft, Expedia, Evite, ABC Networks, Motorola, Alpine Electronics, Autodesk, The Bill and Melinda Gates Foundation, T-Mobile, ESPN and others.

**Selected client projects:**

Created a multi-million dollar website for Howard Milstein's Yoostar project; included a television video portal website and 3D "gaming" interface. Redesigned identity and packaging to include 3D renderings of all physical items for virtual photoshoots.

Designed the brand for Alpine Electronics' flagship Imprint product and conceptualized product presentation to worldwide automotive companies; designed and deployed multiple campaigns including six websites under the campaign slogan "experience the drive" – also developed the campaign brand.

Conceptualized, built and deployed ABC television interactive widget roll out

Designed the 3D chat interface for ABC's next generation interactive television chat app and delivered a well-attended, well-received culminating presentation to the American Film Institute's DigiFest Conference attended by 500+ new media enthusiasts

Designed Sony Crackle.com identity and website interfaces for a partnership venture between Sony and Microsoft

Pitched and created the Holland American Cruise Line website

Developed the first roll-out of Motorola's next generation iRadio user interface

Designed an interactive advertising campaign for Epson America

**Antigravity / Think Creative, Santa Monica, CA**

2002 – 2005

**Design Director / Motion Graphics**

Conceptualized the marketing design and motion graphics for television network programs including "The Tonight Show," "Nip/Tuck" and "Grey's Anatomy," on behalf of all major networks including CBS, NBC, ABC, FX and major studios including Paramount Pictures and The Walt Disney Studio and major retailers including Walmart.

## **Lemon-Asia, Hong Kong / Singapore**

2001 – 2002

### **Executive Creative Director**

Recruited from Los Angeles to lead team of 16 interactive designers and art directors, serving international clients including: British Airways, China Light & Power, Wellcome Markets, Hong Kong Land and others.

Projects included directing the incubation design, branding and launch of a major educational website “Power Zone” on behalf of China Light & Power that reached 100 schools throughout China.

Designed the “Hong Kong Land” website and brand.

Creative Directed and pitched the entire “CyberPortal” design presentation to the Hong Kong Government – a 3-month process.

## **EDUCATION**

### **Bachelor of Fine Arts (Honors), Graphics/Packaging/Interface Design**

Art Center College of Design, Pasadena, CA

Architecture coursework

Woodbury University