

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

www.linkedin.com/in/chrisjacobs

www.chrisjacobs.com/portfolio.pdf

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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 website and 3D television interface with a large video portal, logo, packaging redesign and 3d product modeling for virtual photoshoots

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

Conceptualized, built and deployed ABC television interactive widget roll out

Designed the prototype for ABC's next generation interactive television chat interface 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

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 and ABC, FX and other 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 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