

Jake More

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OBJECTIVE

Engage with a team of creative professionals to ideate solutions to complex challenges. Design elegant products and processes that respond to known and anticipated needs in the marketplace.

CAREER HIGHLIGHTS

- Led Seminars and facilitated large-group brainstorming sessions for thousands of participants.
- Served as lead designer for 25 toy and game concepts; contributed in design and support roles on more than 500 other projects.
- Built video and audio studio, sourced and purchased all video and audio equipment and related material, and developed a sound production library.
- Developed cost-effective and persuasive product prototypes for clients using media most appropriate to the product (video, multi-media, model).
- Played an integral role in conceptualizing and developing more than ten top-selling products.

PROFESSIONAL EXPERIENCE

Creativity Central Chicago Owner/Operator (www.creativitycentral.com) 2004-2007

- Generated ideas to inspire the creative process with a variety of personnel groups, identified creative solutions to business challenges and developed new products and services.
- Worked closely with CEOs and senior management from a diverse organizations to formulate and implement programs designed to instill a creative environment for key personnel. Formulated curricula and developed evaluation methods for assessing program effectiveness.
- Oversaw all aspects of an entrepreneurial business enterprise ranging from finance to marketing and sales, including the design and launch of the Creativity Central website and running workshops and brainstorming sessions.

MEYER/GLASS DESIGN Chicago, IL Designer 1998-2003

- Played key role in creating new concepts for toys and games for boys and girls of all ages. Built and led design teams.
- Met deadlines for ongoing projects; prepared prototypes for client presentations, and participated in client presentations in both lead and support roles.
- Conducted ongoing research to keep current with cultural and industry trends; studied clients, their customers, brands and product lines to uncover marketing opportunities.
- Filmed commercials to be used in focus groups. Completed post-production tasks, including animation, graphics and text, and fully interactive DVD titles. Shot and edited proto-type commercials to use as sales leave-behinds.
- Produced soundtracks, sound fx and loops for prototypes and client presentations; performed voiceovers and recruited talent for voiceovers.
- Implemented systems for archiving video, audio and graphic resources; assisted IT with computer/network installation and repair.

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PROFESSIONAL EXPERIENCE CONTINUED

Meyer Glass Interactive Chicago, IL Senior Graphic Designer 1997-1999

- Created and implemented a realistic look and feel for “Axis & Allies,” a PC interactive game designed for Hasbro Interactive.
- Developed interactive menus, interfaces, navigation, maps, and end credit sequences.
- Served as liaison between designers and software engineers.
- Researched historical footage (still and moving) at National Archives and selected appropriate material.

OTHER RELEVANT EXPERIENCE

Board of Advisors **Steele Lane Arts Foundation** Santa Rosa, CA 2007

Art Director (PT) **Nidus Weavers Company** Chicago, IL (IT and Web Design Firm) 1996- 2005

Production Manager **Ligature, INC.** Chicago, IL (Text Book Publishing) 1995- 1997

NOTABLE CLIENTS

The American Marketing Association • Beloit Memorial Hospital • Binney & Smith • Children’s Specialty Care Coalition • Cushman and Wakefield • East Bay Community Foundation
The Environmental Protection Agency • Fisher-Price Toys • Guidant Technologies • Hasbro
Hasbro Interactive • Illinois Council on Disabilities • K. Hovnanian Builders • Mattel • Playmates
Michigan League of Credit Unions • Motorola • Nationwide Insurance • Pressman • Radica
Service Employees International Union • Spinmaster

Integral in developing such products as:

Silly Six Pins • Silly Golf • Silly Soccer • Penguin Pat’s Fishy Business • What Would Homer Do
Lemonade Lisa • Hula Hipster • Mickey and Minnie Holiday Ice Skater • Holey Moley • Teach and Go Train

EDUCATION AND TECHNICAL SKILLS

Loyola University Chicago, IL B.A., with studies in Visual Communications

Mac/PC • Photoshop • Image Ready • Dreamweaver • Illustrator • Quark • InDesign • Media 100
After Effects • Office • FileMaker • NovaMind • Power Point • Keynote • HTML • XHTML • CSS
Javascript