

## JAUME MORA-BAO

Art Director & Designer  
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www.additive.es  
jaumeav.tumblr.com



professional references upon request

## ABOUT ME

**Over fourteen years creating experiences for world-class consumer brands and videogames.** A multidisciplinary background and education allow me to produce the highest quality of work across all mediums. My career has led me to fourteen years of expertise gain in art direction, design, illustration and animation.

My ability to combine strategic thinking, creative conceiving, user experience and design with a deep understanding of technology allow me to carry any project from ideation to execution turning complex ideas into sophisticated and entertaining experiences. This type of forward-thinking has helped me grow accross a wide range of disciplines. I'm always looking for a challenge that will allow me to grow as a creative and push the standards and boundaries of any medium that I work in.

## GAMES DEVELOPED OR CURRENTLY IN DEVELOPMENT

Spider-Man PS4 (Insomniac Games/Marvel/SONY), Edge of Nowhere, Feral Rites (Insomniac Games/Oculus Rift), Ratchet and Clank (Insomniac Games/SONY), Sunset Overdrive (Insomniac Games/Microsoft), Outernauts (Insomniac Games), Spider-Man Unlimited (Gameloft/Marvel), Cars: Fast as Lightning (Gameloft/Disney-Pixar), Zombiewood (Gameloft).  
Alli SK8TR (4mm Games - cancelled)

## BRAND EXPERIENCE

Nike, Rexona/Degree, Impulse, Converse, Droid, Verizon, Nickelodeon, American Express, Alli Sports, 4mm Games, Konami, Nokia, Capcom, Comcast, Audi, Volkswagen, Panasonic, F.C.Barcelona, Rhino Records, La Caixa, Visa, Mitsubishi Electric, Match.com, Chemistry, Montesa-Honda, Dewar's, amongst others.

## SPECIALTIES

**Multidisciplinary design:** On & Offline. Art Direction. Ui & UX. 2D Animation. Motion Graphics. Production. Illustration.

**Game Art/Design:** Game Design, Concept Art, Character creation, Backgrounds, Animation, Pixel Art.

## EXPERIENCE

**Sr. Ui & 2D Artist | Insomniac Games** — 11/2013 - present

2D/Ui lead artist & designer, brainstorming, concept & art development/implementation for Mobile and AAA original PC and Console videogames.

**Ui Lead Designer / Sr. 2D Artist | Gameloft** — 04/2012 - 09/2013

2D artist/Ui lead, brainstorming, concept and art development/implementation for original Android/iOS Mobile videogames.

**Sr. Designer & Art Director | R/GA** — 01/2011 - 04/2012

Art Direction, brainstorming, concept development, user interface and interactive design on integrated websites, microsities, rich media advertising, online marketing and email campaigns with high-level design for large-scale national and international consumer brands.

**Sr. Designer & Art Director | Digitas** — 10/2010 - 01/2011

Art Direction, brainstorming, concept development, user interface with high-level design for international financial and consumer brands.

**Sr. Designer & Art Director | McGarry Bowen/Continuity** — 09/2010 - 01/2011

Art Direction, brainstorming, concept development, user interface with high-level design for international consumer brands.

**Sr. Designer & Art Director | 4mm Games** — 05/2010 - 12/2010

Art Direction, brainstorming, concept development, user interface with design for the company's corporate website and PC, Console and Mobile original videogames.

**Sr. Designer | IndustryNext LLC - UvLayer** — 04/2009 - 04/2010

Design Lead, brainstorming, concept development, user interface, art direction with design for the company's internal projects and a variety of international clients related to the company's products and projects.

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## EXPERIENCE (CONTINUED)

*Sr. Designer | Hanft Raboy & Partners (freelancer)* — 03/2009 - 05/2009  
Concept development, art direction with high-level design for international consumer brands and entertainment industry clients.

*Sr. Designer | HTTPcomunicació* — 09/2006 - 04/2008  
Art Direction, brainstorming, concept development, offline design and production for print, interactive design on integrated websites, microsites, rich media advertising, online marketing and email campaigns for large-scale national and international consumer brands.

*Designer & Teacher | IED instituto europeo di design* — 09/2006 - 09/2007

*Designer | McCann Erickson - Momentum Worldwide* — 09/2005 - 09/2006

*Designer & Direction Assistant | OFFF BCN* — 02/2005 - 06/2005

*CEO & Art Director | Limón* — 04/2002 - 02/2005

*Designer & Art Director | additive* — 09/2008 - Present

## EDUCATION

- Universitat de Barcelona. (UB) - BA in Fine Arts / Design.
- Fak d'Art - Mediart Institute - Animation & Interactive Design Grade. Master in Graphic & Interactive Design.