

JAUME MORA

Art Director & Creative
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www.additive.es



ABOUT ME

Twenty+ years creating experiences for world-class consumer brands and video games.

I'm an award-winning creative with 2 decades of professional experience in creative and design roles across various industries like Digital Media & Advertising, Film, and Video Games, and training that spans many disciplines including art and creative direction, visual and interactive design, fine arts, and concept art.

I am a seasoned director with expertise in strategy, art/creative direction, team management and mentoring as well as hands-on with visual and concept art/design.

I thrive working with passionate professionals who push the boundaries of what is established and who won't shy away from a good challenge as it allows and pushes me to continuously develop and stay ahead.

GAMES DEVELOPED OR CURRENTLY IN DEVELOPMENT

- **Project B1** (Studio Blanc - in dev)
- **Project Aurora** (Playgig - in dev)
- **Project F-Game** (Tencent [LSLA] - in dev)
- **DRIFTERS: Loot the Galaxy** (Blindsquirrel)
- **Mass Effect: Legendary Ed.** (Blindsquirrel)
- **Sonic Colors** (Blindsquirrel)
- **NeonDistrict** (Blockade Games)
- **Spider-Man PS4** (Insomniac/Marvel/SONY)
- **Edge of Nowhere, Feral Rites** (Insomniac/Oculus)
- **Ratchet and Clank PS4** (Insomniac/SONY)
- **Sunset Overdrive** (Insomniac/Microsoft)
- **Outernauts** (Insomniac)
- **Spider-Man Unlimited** (Gameloft/Marvel)
- **Cars: Fast as Lightning** (Gameloft/Disney)

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. Creative & Art Direction. UX. 2D Animation. Motion Graphics. Production. Illustration.

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

EXPERIENCE

Designer & Art Director | additive — 09/2008

Creative Director | Playgig — 08/2021

Art & Creative Direction, studio building, brand development, Venture Capital pitching. Responsible for successful Series-A funding round. Recruitment and team building, leadership and mentoring. Supervising the creative department including art direction, concept art, 3D art and narrative. Hands-on art team support in various disciplines like concept design & art, illustration, visual design and more.

Principal UX & Brand Designer | Tencent Games (LSLA) — 06/2020 - 08/2021

Art direction, visual design, UX direction & design, brand design, brainstorming, concept design & art. Tight collaboration with the concept art, narrative, and environment art teams for the development of in-world signage, advertising and graphic design for open world. UX team building.

Lead UX | Blind Squirrel Games — 04/2019 - 06/2020

Ui Art & Ux Direction, buiding teams, supervising Ui and Ux development for both Original IP and Work for Hire projects, brainstorming, high-level concept design and art dev/implementation for AAA titles on both PC and Console video games.

Art Director | Blockade Games — 05/2018 - 02/2019

Art Direction, Animation Direction, Ux/Ui Direction, Brand Direction, bridging between marketing and dev teams, buiding teams, brainstorming, concept design, and development for the Mobile and PC original IP video game Neon District.

Sr. UI & 2D Artist | Insomniac Games — 10/2013 - 09/2017

2D/Ui lead artist & designer, brainstorming, high-level concept and art dev/implementation for Mobile and AAA original and licensed PC and Console video games.

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EXPERIENCE (CONTINUED)

UI Lead Designer / Sr. 2D Artist | Gameloft — 03/2012 - 09/2013

2D/Ui lead artist & designer, brainstorming, high-level concept and art dev/implementation for original and licensed Android/iOS Mobile video games.

Art Director | R/GA — 01/2011 - 03/2012

Art Direction, brainstorming, concept development, user interface and interactive design on 360 campaigns, 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 | 4mm Games (freelancer) — 06/2010 - 12/2010

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

Art Director | Digitas (freelancer) — 06/2010 - 08/2010

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

Sr. Designer & Art Director | McGarry Bowen/Continuity (freelancer) — 05/2010 - 07/2010

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

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.

Sr. Designer | Hanft Raboy & Partners (freelancer) — 03/2009 - 04/2009

Concept development, art direction with high-level design for international consumer brands and entertainment industry clients.

Sr. Designer | HTTPcomunicació — 09/2006 - 08/2008

Art Direction, brainstorming, concept development, offline design and production for print, interactive design on integrated websites, microsities, 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 - 02/2008

EDUCATION

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