

JAUME MORA

Director Art & Creative
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www.additive.es

Additive.



ABOUT ME

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

As an award-winning creative leader with over 20 years of experience in industries such as Digital Advertising, Film, and Video Games, I have honed my expertise in building and nurturing new and established teams strategically playing up to our strengths and creatively overcoming our limitations. This enables us to consistently meet and exceed expectations.

I'm adept at identifying and cultivating talent. My teams thrive on pushing the boundaries of what is possible through a supportive, trusting, and collaborative environment where everyone can contribute their ideas and feel heard and valued.

As a seasoned director, I'm proficient in strategy, art/creative direction, team building, management, and mentoring. I am also hands-on and passionate about visual and concept art/design, UIX & product design, motion design, and creative development. I never forget my roots and stay active and current in these fields.

I have a proven track record of successfully developing and launching companies, and my leadership and biz-dev skills have been instrumental in these ventures.

My experience taught me that leading a successful creative team requires a mix of strategic thinking, strong communication skills, and a deep understanding of the creative process. I take pride in building teams that are not only productive but also happy and fulfilled.

Combining my proficiency in leadership, strategy, and user-centered art & design, I can help take your project and business to the next level. My track record of delivering high-quality work that aligns with business goals can help us create something lasting and impactful.

GAMES DEVELOPED OR CURRENTLY IN DEVELOPMENT

- **Mystic Kingdoms** (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)
- **Ratchet and Clank PS4** (Insomniac/SONY)
- **Sunset Overdrive** (Insomniac/Microsoft)
- **Edge of Nowhere, Feral Rites** (Insomniac/Oculus)
- **Outernauts** (Insomniac)
- **Spider-Man Unlimited** (Gameloft/Marvel)
- **Cars: Fast as Lightning** (Gameloft/Disney)
- **Zombiewood** (Gameloft)
- **Project B2** (in dev)
- **Project Duality** (in dev)

BRAND EXPERIENCE

Nike, Marvel, MeUndies, 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

- **Game Art/Design:** Game Design, Concept Art, Character creation, Backgrounds, Animation, Pixel Art.
- **Multidisciplinary design:** On & Offline. Creative & Art Direction. UIX. 2D Animation. Motion Graphics. Production. Illustration.

EXPERIENCE

Art Director | Additive (personal brand) — 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 UIX and narrative. Hands-on art team support in various disciplines like concept design & art, illustration, visual design and more.

Principal UIX & Brand Designer | Tencent Games (LSLA) — 06/2020

Art direction, visual design, UIX 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. UIX team building.

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EXPERIENCE (CONTINUED)

UI/UX Lead | Blind Squirrel Games — 03/2019

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

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

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.

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

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 — 09/2010

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 — 01/2009

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 — 06/2009

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

Sr. Designer & Art Director | McGarry Bowen/Continuity — 05/2009

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

Sr. Designer | IndustryNext LLC - UvLayer — 04/2008

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 — 03/2008

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

Sr. Designer | HTTPcomunicació — 09/2006

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

Designer | McCann Erickson - Momentum Worldwide — 09/2005

Designer & Direction Assistant | OFFF BCN — 02/2005

CEO & Art Director | Limón — 04/2002

EDUCATION

· Universitat de Barcelona. (UB) - BA in Fine Arts.

· Fak d'Art - Mediar Institute - Animation & Interactive Design Grade. Master in Graphic & Interactive Design.