

JAUME MORA-BAO

Art Director & Creative
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ABOUT ME

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

My career has been shaped by a multidisciplinary education and the drive to become the best professional I could be on every milestone that I hit. This has led me to gain expertise in a wide range of disciplines like art direction, design, illustration, animation, photography, and, recently, undertaking filmmaking.

My ability to combine strategic thinking, creative concept, user experience and design with a deep understanding of visual language and technology allows me to carry any project from ideation to execution turning complex ideas into sophisticated and entertaining experiences. I'm always looking for a challenge that will allow me to develop my skills as a creative and push the standards and boundaries of any medium that I work in.

I have always had a knack for teamwork. I thrive in building and nurturing teams and talent, being a pillar on which colleagues can rely upon and look up to for direction as well as keeping myself humbled and surrounded by people who can teach and challenge me allowing me to continue curbing my skills and knowledge day after day.

GAMES DEVELOPED OR CURRENTLY IN DEVELOPMENT

- **DRIFTERS** (Blindsquirrel Games - in dev)
- **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)
- **Zombiewood** (Gameloft)
- **Alli SK8TR** (4mm/Alli Sports - canceled)

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

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

Lead Ui/Ux | Blind Squirrel Games — 04/2019 - Present

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.

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, microsites, rich media advertising, online marketing and email campaigns with high-level design for large-scale national and international consumer brands.

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EXPERIENCE (CONTINUED)

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, 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 - 02/2008

EDUCATION

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