

Jason Moreno

4956 N. Winchester Ave. Apt. 1, Chicago IL 60640 / (847) 909-8328 / jmoreno1974@gmail.com

www.jasonmoreno.net

February 2008 to Present: Product Designer, RC2 corp. – Concept development of high profile toy products.

Design style and appearance of toy products, management of control drawings for communication with external manufacturer. Development of game design for electronic toy products. Problem solve issues regarding manufacture. Ensure consistency in function and quality of products.

- Patent Pending on several toy lines.
- Products have received several industry awards.
- Improved features of toys to reduce cost.

June 2006 to November 2008: Art Director, Electronic Arts, inc. – Ensured high quality of the overall visuals for the Def Jam franchises. Made sure client was satisfied with brand. Managed artists of the project to achieve high industry standards.

Communicated with producers and engineers to balance Art needs with overall project needs. Created Visual Targets for overall aesthetic of project presentation.

- Developed new style treatments to utilize the limitations of hardware.
- Worked with a team of 25 artists to produce high quality visuals.
- Created color treatments used all throughout the game.

March 2005 to June 2006: Visual Lead for Environments, NuFx, inc. – Managed team of artists to develop “Next Gen” graphics for Fight Night Round 3. Devised strategy to ensure overall growth of individual artists. One of major decision makers for techniques used to achieve high quality graphics.

- Set high standard for which all environments would need to exceed.
- Developed new levels of realism for Fight Night Round 3 to assure high market awareness.
- Fight Night franchises have sold millions since NuFx team began development.

March 2002 to March 2005: Environment artist, NuFx, inc. – Responsible for production of all environment textures. Production of entire environment from concept to final. Created the visual standard from which all environments were measured. Participated in critiques with colleagues and managers. Adapted to learn all software applications necessary for video game production.

- Sole developer of crowd characters in Fight Night Round 2.
- Designated as the artist to improve quality of textures.

B.F.A. in Media Arts and Animation, The Illinois Institute of Art, 2002

B.A. in Liberal Arts and Sciences, University of Illinois at Chicago, 1997

Skills - Photoshop, Illustrator, Rhino, Maya, Microsoft Office, Adobe After Effects, Character Development, Sculpting, Mould Making, Illustration, Painting.