

TYLER JACOBS

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 (714) 425-2277
 BEAVERTON, OREGON
 97006

EXPERIENCED, MULTI-TALENTED IDEA GUY, DRAWS UPON A LIFETIME OF POP-CULTURE OBSESSIONS AND VISION TO SUMMON CREATIVE WIZARDRY. HIGHLY ADAPTABLE AND ABLE TO SOLVE ANY PROBLEM THROUGH RESEARCH AND COLLABORATION, UP FOR ANY CHALLENGE. WITH THE TECHNICAL KNOW-HOW TO TAKE PROJECTS ALL THE WAY FROM CONCEPT TO DESIGN TO PRODUCTION, AND THEN ON TO PROMOTION AND MARKETING!

ART FEATURED IN SEVERAL LA GALLERY SHOWS

DAYTIME EMMY AWARD NOMINEE "YO GABBA GABBA!" (2011) (OUTSTANDING ACHIEVEMENT IN ART DIRECTION/SET DECORATION/SCENIC DESIGN)

TRAINED CUB SCOUTMASTER (BOY SCOUTS OF AMERICA)

MEMBER (INACTIVE) AIGA & SAG

MANKIND PROJECT MEMBER SINCE 2008

FOR FURTHER DETAILS, PLEASE REFER TO MY WRITTEN RESUME... OR JUST ASK!

THANKS!!



Logo	Role	Year	CREATIVE	BRANDING	ART DIRECTION	EVENT PLANNING	GRAPHIC DESIGN	ILLUSTRATION	WEB DESIGN	FLASH DESIGN	INTERACTIVE / APP	UI DESIGN	PRODUCT / MERCH	SOCIAL MARKETING	COPYWRITING	SCREENWRITING	DIRECTING	VIDEOGRAPHY	VIDEO EDITING	ANIMATION	
HOLOMATION	NEW MEDIA CONSULTANT	1999-2000																			
ZIOIASIS	GRAPHIC DESIGNER	2000-2001																			
PAUL FRANK INDUSTRIES	WEB / GRAPHIC DESIGNER	2002-2004																			
RVCA	WEB DESIGNER	2004																			
18WATCH/18DAY TEQUILA	FLASH PRODUCER	2004-2005																			
Virgin mobile	INTERACTIVE ART DIRECTOR	2006-2008																			
ALIBABA'S SUPER SHOW	ART DESIGN DIRECTOR	1995-2013																			
YO GABBA GABBA!	CREATIVE DIRECTOR	2006-2015																			
CINEMATTACK	FOUNDER	2013-NOW																			

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OVERVIEW

Experienced, multi-talented idea guy, draws upon a lifetime of pop-culture obsessions and vision to summon creative wizardry. Highly adaptable and able to solve any problem through research and collaboration, up for any challenge. Has the technical know-how to take projects all the way from concept to design to production, then on to promotion and marketing.

SKILLS

- Graphic design – Adobe CS, typography
- Interactive - Flash, HTML, Javascript, CSS, XML, PHP, WordPress
- Video Production – Motion Graphics, Non-Linear Editing
- Creative direction, Art direction, Product development
- Social media marketing, online advertising, campaign promotions
- Screenwriting, Creative Writing, Copywriting
- French – Fluent

AWARDS & ASSOCIATIONS

- Daytime Emmy Award nomination—“Yo Gabba Gabba!” - 2011 (Outstanding Achievement in Art Direction / Set Decoration / Scenic Design)
- Participated in art shows artist in several LA galleries
- Trained Cub Scoutmaster (Boy Scouts of America)
- Member - The Mankind Project (since 2008)
- Former member of AIGA & SAG

CINEMATACK! PRODUCTIONS

Founder

Santa Ana, CA

2013 - 2015

- Created an event company to hold theatrical film screening parties in Orange County and LA
- Frequently transformed the theater lobby into themed experiences to coincide with films screened, using decorations, music, catering, themed photo booths, etc.
- Designed original marketing materials and exclusive merchandise for every show
- Managed all ticket sales and social media marketing. (Facebook, Twitter, Instagram, etc.)
- Edited custom trailers, themed pre-show reels and branding announcements
- Highlights included: “The Scott Pilgrim Picture Show” (complete with live band, laser light show, audience participation, etc.), “The Wheel of Anderson” (Random Wes Anderson film dictated by a giant wheel), “The Suburban Gothic Pajama Party”, “Teenage Mutant Pizza Party”, “Edward Scissorhands Winter Formal”, etc.
- Nearly every screening sold out.

“YO GABBA GABBA!” DHX MEDIA / THE MAGIC STORE

Creative Director

Hollywood, CA

2009 - 2015

- Product development and art direction with numerous licensees creating toys, CDs, interactive apps, apparel, books, beverages, etc. Licensees included Jazwares, Volcom, Vans, Simon & Schuster, Ty's, Toddland, FunkO, Cupcake Digital, Birthday Express, Kids 50 Juice and many, many more
- Assistant Director & Screenwriter on select episodes. Designed costumes, sets and various graphics design for music videos for such bands as Weezer, The Killers, Taking Back Sunday, of Montreal, Rocket from the Crypt, etc.
- Yo Gabba Gabba! Live – Branding (titles, merchandise lines, etc.)
- Wrote and illustrated multi-part board books series for both Wendy's and Taco Bell
- Managed the design & content of brand's social media presence
- Acted as creative consultant on numerous projects including events, writing, and music supervision
- Produced and designed sell sheets, presentation DVDs and other promotional products
- Oversaw several re-brandings, producing and co-designing several style guides, including original art
- Co-Directed exclusive video content for events such as The Coachella Arts & Music Festival (2010)
- Designed booth signage multiple tradeshows for DHX & Wildbrain Entertainment

Pilot - Animation Director

2006

- Animated several segments, formatted for broadcast television
- Motion graphic animators for live-action sequences
- Creative on pre-production (story, costume and set design, etc.)
- Art directed promotional items and developed brand identity
- Assistant editor, B-roll videographer

“THE AQUABATS! SUPER SHOW!”

Art Design Director / Screenwriter

Costa Mesa, CA

2011 - 2013

- Screenwriter (3 produced episodes, several unproduced. Numerous episode pitches)
- Director (sketch segment: “The Lil Bat Media Player”)
- Production design & art direction (sets, props, costumes, etc.)
- Logo & title design
- Branding & merchandise concept and design including creation of a full style guide

The Aquabats! Music

(contract)

1996 - 2006

- Lead graphic designer and webmaster and for the internationally touring band, The Aquabats!
- Designed & maintained the website, periodically refreshing the design, content, and style
- Developed site featuring extensive photo archive, lyrics archive, flash intros, multimedia library, mini-sites, etc.
- Edited and produced DVDs as well as numerous other video projects
- Created fan forums and acted as head moderator for over five years
- Sorted and addressed fan mail from all over the world
- Assistant Copywriter on blog entries
- Designed CD art, merchandise and a many T-shirts
- Toured internationally as video technician for the live projections during performances

VIRGIN MOBILE USA

Interactive Art Director

Warren, NJ

2006 - 2008

- Designed and produced web site elements, interactive mini-sites, HTML e-mailers, maintaining brand integrity, considering such aspects as architecture, user experience and optimization
- Designed original graphics for phone wallpapers, screensavers and internal environmental posters and graphics.
- Developed Graphical user interface (GUI) development with outside design agencies for handsets, style guide management, GUI production, and iconography. Implemented for several different manufacturers including LG, Kyocera, Pantech and Samsung
- Directed art with outside agencies for various web/print/mobile projects to enhance branding integrity.
- Brainstormed innovative means of creative marketing for both internal and public campaigns with an internal team of designers
- Recognized for special projects including animated flash commercials, creative marketing, audio branding direction, special holiday promotions, viral video writing and production, marketing research and presentation graphics

TBWA\CHIAT\DAY (TEQUILA)

Flash Producer

Los Angeles, CA

2005 - 2006

- Brought to life banner ads and interactive units in various formats through creative design, animation and/or ActionScript programming
- Collaborated with Art Directors & Creative Managers to produce websites, mini-sites, HTML mailers, etc.
- Produced creative for confidential projects for Apple and other special projects including TV spot animatics (Energizer), video editing (PlayStation, Harman), CD-ROM design & authoring (Nissan)
- Other clients included, Pepsi, Infiniti, Pennzoil, Uncle Ben's, Whiskas, etc.

RVCA CLOTHING

Web Designer

Costa Mesa, CA

2004 - 2005

- Created a web presence for the company by designing and programming the web site from ground up. Featured clothing, artists, sponsored athletes (surf, skate, snowboard and MMA) and musicians, web videos, etc. while maintaining brand identity & philosophy.
- Filmed and/or edited exclusive video content for the website, such as art gallery openings, film premieres and artist interviews (Ed Templeton, Mark Mothersbaugh, etc.)

PAUL FRANK INDUSTRIES

Web Designer / Graphic Designer

Costa Mesa, CA

2002 - 2004

- Designed and programmed the company's two main innovative flash websites
- Designed original humorous tee-shirt graphics and prepped them for print production
- Edited and animated web series (“Julius and Friends”). Wrote & designed pitch bible for a second season
- Researched fashion and design trends to maintain the brand's cutting-edge style
- Produced HTML e-mail blasts and promotional print material (postcards, invitations, etc.)

Z(O)ASIS

Graphic Designer

Huntington Beach, CA

2000 - 2001

- Designed layout for magazine, newsletter and mailings for thousands of veterinarian clinics nationwide.
- Prepped clinic logos and photos from all over the country for web and print.
- Created multiple template themes and designs for clinic websites.
- Designed original artwork for national reminder postcards and newsletters.
- Designed graphics for marketing presentations.
- Enhanced graphical interface for DVMReminder.com.
- Recognized for special projects such as editing the Avery Inc. national catalog prior to publication.

INTERSCOPE / GEFEN / A & M RECORDS

New Media Consultant

Santa Monica, CA

1999 - 2000

- Senior member of the new media department with supervisory responsibilities for training and project management.
- Designed and enhanced websites for prominent acts such as: No Doubt, Dr. Dre, Black Eyed Peas, Queens of the Stone Age, and many others.
- Created banner ads for the aforementioned acts as well as Beck, Eminem, Sting, Limp Bizkit, Rob Zombie, and many others.
- Spearheaded online grassroots marketing campaigns such as banner ads, online street teams, fan club promotions, marketing collabs & contests.
- Worked directly with artists and management on creative decisions.
- Digitized audio and video and encoded it for the web.
- Built and organized an archive of digital art and media assets.
- Recognized for special projects such promotions at the national ASR convention and conducting video interviews with artists.