

Jace Daniel Alba
Creative Professional
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Summary

Over 20 years of professional experience as a Multimedia Designer, Storyteller, Copywriter, and Graphic Designer. With complete command over all aspects of the creative process, I specialize in taking great ideas and putting them into words, visuals, and other forms of expression. I love pitching ideas; I will take complicated material and distill it into clear and presentable chunks that resonate with target audiences.

My creative work has been published in a New York Times Bestseller three times. I most recently served as Creative Manager for Deloitte Global Tax & Legal for eight years. I spearheaded the development of all creative materials seen in both the Deloitte Tax and Legal identities, and championed the popular graphic style now known as the nanodot.

Skills

Expert in the Adobe Creative Suite, including After Effects and Audition, along with Figma for UI/UX. I come from a rich marketing and copywriting background, defaulting to economic uses of words and simple but effective visuals. I'm a creative and technical writer, typing 90+ WPM, and hold an exceptional reverence for rock-solid outlines, bulletproof beat sheets, crystal-clear synopses, and air-tight blurbs. I've authored two novels and multiple screenplays.

Experience

Deloitte Global Tax & Legal Marketing, Los Angeles, CA
Creative Development Manager

2015-2023

- Developed visual identities and innovative marketing campaigns, achieving worldwide acclaim.
- Designed and produced complete image suites used by global firms across the organization.
- Designed and produced in-house videos and audio-rich animations, from scripting to execution, resonating with international audiences.
- Supported teams with ideation, scripting, storyboarding, branding, graphic design, video development, copywriting, interpersonal communication, and language.

Jace Daniel's Creative Distillery, Los Angeles, CA
Writer & Artist

1997-2015

- Independent consultant providing multimedia, graphic design, copywriting, and web services.
- Writer of both fiction and nonfiction. Published author in a New York Times Best Seller thrice. Flexible narrative aesthetic ranges from children's fables to darker adult tales about the human condition.
- Author of acclaimed novel UNDER ANGELS, a supernatural thriller set in Los Angeles. Also adapted it into an award-winning screenplay. The genre-minded script won Script Pipeline's 2012 First Look Project Contest in the Horror-Thriller category and made finalist in the 2013 Table Read My Screenplay competition in Austin.
- Produced all collateral and media for the UNDER ANGELS novel, including POP, book artwork, promotional materials, and book trailer.
- Educated sound designer, drummer, and electronic musician with 25 years experience in MIDI and digital audio.

Toyota, Torrance, CA
Interactive Media Designer and Copywriter

2007-08, 2010-12

- Creator of multimedia, graphics, and copy for Toyota, Lexus, and Scion mobile websites and mobile apps.
- Writer and storyboarder of themed media presentations for Toyota's annual corporate executive shows.
- Designer of motion graphics and rich media banners.
- Builder of the internal CMS for Toyota associates and administrator of online forums.
- Provider of additional copywriting services.

Contessa, San Pedro, CA

2008-10

Web Content Developer & Copywriter

- Produced copy and headlines for all packaging, collateral, advertising, press releases, and news briefs.
- Served as Technical Writer, producing copy easily understood by readers. Documents included instructional manuals, health information, and safety guidelines, both online and offline.
- Managed all social media assets. Spearheaded all multimedia initiatives and company presentations.
- Built new company website using WordPress, coordinating Marketing with Legal.
- Managed registered user database of 55,000+, overseeing monthly eblasts and promotions.

Prior Experience

PCF Virtual, Honolulu, HI

2005-07

Art Director

ProSound and Stage Lighting, Cypress, CA

2003-04

Multimedia Designer, Digital Products

IdentityWare, Long Beach, CA

1997-2002

Senior Graphic Designer & Principal Webmaster

Warner Bros. Records, Burbank, CA

1994-97

Art Administration

Dauz Drum Co., Los Angeles, CA

1990-94

Creative Director & Technical Engineer

Education

New Horizons Computer Learning Centers, Los Angeles, CA

1996-97

Typography, Information Design, Color Theory, Adobe Suite, Internet Tools.

California State University, Dominguez Hills, Carson, CA

1988-91

Music, Telecommunications.