**Jace Daniel Albao**

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 2015-2023

**Creative Development Manager**

* 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 1997-2015

**Writer & Artist**

* 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 2007-08, 2010-12

**Interactive Media Designer and Copywriter**

* 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.