

Jace Daniel
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Summary

I have over 20 years of professional experience as a Multimedia Designer, Storyteller, Copywriter, Web Producer, and Graphic Artist. My creative work has been published in a New York Times Bestseller thrice, and I most recently authored a supernatural thriller called Under Angels. I also produced the cover design, layout, collateral, and book trailer. Available in both paperback and ebook editions, Under Angels has hit #1 on Amazon. I've also written its two-time award-winning screenplay, currently under option.

I specialize in taking great ideas and putting them into words, visuals, and other forms of expression. I will take a creative vision — be it mine, yours, or ours — and turn it into an engaging story, an effective slogan, a genius tagline, a smart logo, or a powerful advertisement. I have extensive experience in pitching ideas; I can take complicated material and distill it into clear and presentable chunks that resonate with target audiences. As a web and blogging veteran, I place great importance on SEO, clean HTML, accessible layouts, responsive UX, and constantly evolving mobile trends. I've been part of the social media landscape since it first appeared, and was published in a book produced by Twitter back in 2007. As an interactive media developer, I've produced Flash AS3 banners for Hollywood studios and production companies.

Skills

I'm a long-time expert in the Adobe Creative Suite, with proven problem solving expertise and an ability to grasp abstract concepts. I'm a creative and technical writer, typing 90+ WPM. I believe in classic story structure and the proven theories of Campbell, Vogler, Snyder, Truby, and McKee. I thrive on collaboration, and hold an exceptional reverence for rock-solid outlines, bulletproof beat sheets, crystal-clear synopses, and air-tight blurbs. I come from a rich marketing and copywriting background, defaulting to economic uses of words and simple but effective visuals. I have complete fluency in WordPress with over 15 years of professional experience in HTML, CSS, JavaScript, and Bootstrap. I understand issues of confidentiality and intellectual property rights.

Experience

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

1997-Present

- 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, currently under option. 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. Currently being developed into a graphic novel. Please see <http://underangels.com>.
- 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 ebcasts 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.

Featured Interviews

Poetiscape with Rich Ferguson [AUDIO PODCAST] March 2013
Jace Daniel discusses Under Angels, art, structure, and life

San Pedro Today Magazine, San Pedro, CA January 2012
What Lies Beneath? Jace Daniel discusses Under Angels

Crimson Soapbox October 2011
Aced with Angels: An Interview with Jace Daniel

SMITH Magazine, New York, NY October 2011
October 2011 Member of the Month: Jace Daniel, eBook Evangelist