

JASON CABRAL

DIGITAL ARTIST

 Portfolio
www.jasondcabral.com

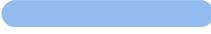
 Mobile
+1 (519) 880-5136

 Email
contact@jasondcabral.com

▶ PROFILE

A quality focused and self-motivated artist who is passionate about video games, creating innovative illustrations and efficient problem solving through effective design. Delivers clients needs and exceeds client requirements, while quickly adapting to changing priorities. A collaborative individual who consistently leverages technical skill in order to capably manage complex projects from conception to final product.

▶ AREAS OF EXPERTISE

Digital Illustration	
Graphic Design	
User Interface Design	
Concept Art	
Prototyping	

▶ PROFESSIONAL EXPERIENCE

● Staples Canada - Mississauga

2018 - Present

Canada's largest office supply retailer for over 20 years. Featuring products and services for businesses of all sizes, and with over 330 locations spanning across Canada.

Online Graphic Design Consultant

Designed a wide variety of digital and print items for individuals and businesses; ranging from business cards, logos, banners, and flyers. Consulted with customers directly by way of an interactive video kiosk in every store or through the Staples Copy & Print website, as well as by phone and e-mail.

- Consulted with clients on a variety of projects ranging from small to large in scope; including logos, flyers, banners and unique marketing materials
- Through practice and offline study, quickly became proficient with industry-standard vector design programs and Staples' print materials and products
- Carefully managed time to handle multiple projects at once, prioritizing time-sensitive orders and following-up with customers through e-mail

● Electronic Arts Mobile - Kitchener

2013 - 2016

A Kitchener, Ontario based company with approximately 45 employees specializing in Mobile and Facebook game development. A leader in the mobile game market, with popular games such as Scrabble, The Simpsons: Tapped Out, Minions Paradise and Star Wars: Galaxy of Heroes.

Associate Artist

Reported directly to the producer. Accountable for the design and optimization of game-ready user interface assets for Scrabble on iOS, Android and Facebook platforms. Collaborated with game designers and engineers to create concepts for current and future projects.

- Constructed exciting promotional and Facebook content for Scrabble to help increase brand awareness in younger target demographic; authored captivating slogan and icon for Speed Play mode that was used in all promotional material
- Independently developed new and innovative level-progression model for a popular EA mobile title; helped to drive the visual and overall design, as well as helped the development team visualize the ultimate goal for the project
- Collaborated with engineers on several internal projects to pitch to studio management; recognized for exemplary efforts by studio vice president, who highly recommended development on the project continue

▶ PROFESSIONAL EXPERIENCE

Freelance Artist

2011 - Present

Worked remotely within Ontario to complete a number of commissioned projects such as PC and mobile games, for several independent game developers in North America.

Digital Artist (Independent Developer)

Designed the user interface experience and assets for anagram-based word game for PC. Worked closely with development team to optimize art assets; guided and supported the visual style of the game.

- Designed the unique visual theme for the game in conjunction with the game designer; explored several visual concepts to narrow down premise, and created a multitude of appealing menus, buttons, icons, logos, and backgrounds to fit the theme
- Researched and analyzed images of libraries, books and other small items in order to develop the setting of game; utilized findings to create compelling art assets based on real-world items to bring authenticity and familiarity to the setting
- Supported development team with numerous edits and iterations as scope of the project increased; completed all art assets requested within a timely manner to project specifications

DESTRUCTOID.COM

A San Francisco based industry and gaming enthusiast website covering news, reviews, technology previews and editorial pieces.

News Contributor

2011 - 2013

Composed posts for upcoming games, reviews; conducted interviews with developers. Reported on gaming events and new media releases for a variety of games, from AAA titles to independent games. Collaborated extensively with editors and news contributors in the timely release of new content.

- Supported editorial team with Electronic Entertainment Expo news coverage for major press conferences, AAA releases and exciting independent titles through prompt and consistent blog posts; ensured readership were kept up-to-date on all the highlights of the week-long event
- Analyzed and reviewed games both large and small, including downloadable content, in many varied genres; enabling readership to view the game from a different perspective and to help them make a more informed decision
- Conducted interviews with small independent development teams; provided audience a glimpse of the daily life and complexities of a game developer

▶ EDUCATION & PROFESSIONAL DEVELOPMENT

- **Complete Beginner's Guide to Unity for Game Development Certificate**
Unity Training Course - 3DMotive.com - 2015
- **Game Art and Design Diploma**
Game Art and Design Program - The Art Institute of Toronto - 2006
- **2D Art and Animation Diploma**
2D Art and Animation Program - The Art Institute of Toronto - 2006

▶ TECHNICAL SKILL SUMMARY

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|---------------------------|------------------|--------------------------|
| • Adobe Photoshop CC 2017 | • Sketch3 | • 3DS Max 2012 |
| • Adobe Premiere Pro CS6 | • Inkscape | • Microsoft Office Suite |
| • Adobe After Effects CS6 | • Unity 5 Engine | • InVision |
| • Adobe Illustrator CS6 | • SketchUp | |