



Jordan Sparks

M.A., B.F.A
Multimedia Artist, Designer, Educator

Portfolio: GrindSpark.com

E-Mail: GrindSpark.com/contact

Summary

5 years of experience in video production, graphic design, and interactive media. Skilled at executing marketing campaigns, coordinating with multi-disciplinary teams, clients, and organizations, developing educational content and initiatives, and adapting to new media technologies.

Skills & Expertise

- Skills** Video production, audio production, voice-over, graphic design, animation, illustration, photography, UX/UI design, 3D design, educational design, game design, marketing, writing, public speaking, research, social media, prototyping, media relations, project management, digital media solutions
- Software** Adobe Photoshop, Illustrator, InDesign, Lightroom, Flash, Premiere Pro, After Effects, Dreamweaver, Audition, Logic Pro, Clip Studio Paint, Autodesk Maya, Unity, OBS, Processing, Arduino, Wordpress, Microsoft Word, PowerPoint, Excel, Axure, Windows, Mac OS

Professional Experience

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|---|---------------------------------|-----------------------|
| Makerspace Technician | Royal Ontario Museum | 2017 - Present |
| <ul style="list-style-type: none"> Maintain and operate 3D printers, AV equipment, and other creative maker tools for students and staff. Educate school students and teachers in the use of technologies and crafts for Makerspace activities. Advise improvements to the Makerspace and its existing programs and propose new educational initiatives. | | |
| Maker Educator | STEAMLabs | 2017 - Present |
| <ul style="list-style-type: none"> Monitor, open, and close the STEAMLabs Makerspace and assist community patrons with their projects. Co-taught a Game Design Kids Summer Camp and designed a curriculum for a new Fall After School program. | | |
| Multimedia Artist & Designer | Self-Employed | 2011 - Present |
| <ul style="list-style-type: none"> Contracted by clients for creative services such as visual design, photoshoots, and multimedia consultation. Developing unique independent creative projects including graphic art, games, videos, and more. | | |
| Game Camp Counselor | Hand-Eye Society | 2017 |
| <ul style="list-style-type: none"> Mentored 40 kids from age 8 - 12 in designing and making physical outdoor games and digital video games (Scratch) in a week-long Camp Make-A-Game summer camp by the Hand-Eye Society and Ryerson University. | | |
| Guest Lecturer | Sheridan College | 2017 |
| <ul style="list-style-type: none"> Personally invited on three occasions to speak to students in Sheridan College's Principles of Game Design course about my research into Games for Social Change. | | |
| New Media Consultant | TSN - The Sports Network | 2015 - 2016 |
| <ul style="list-style-type: none"> Installed accessible systems, equipment, and graphics enabling live Twitch stream broadcasts at TSN. Designed an interactive visual soundboard for TSN's social media. | | |
| Multimedia Research Assistant | Ryerson University | 2010 - 2015 |
| <ul style="list-style-type: none"> Directed, filmed, narrated, and edited documentation videos featuring computer engineering research projects shown at Ryerson University, technology research conferences, and to laboratory business partners. Developed 3D models, interactive features, and graphic assets for multimedia research projects. | | |

Education

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| Master of Arts
Media Production | Ryerson University | 2015 |
| Bachelor of Fine Arts
Image Arts - New Media | Ryerson University | 2014 |

Awards & Nominations

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|---|-------------|
| Game Maker's Union Ryerson Students Union | |
| Won: Best Educational Events - Student Group | 2014 |
| Won: Best Membership Engagement | 2014 |
| Nominated: Best Educational Events - Student Group | 2015 |



Exhibited Media Projects

An/Other

Hand Eye Society - Game Curious	2016
Toronto Comic Arts Festival - Comics Vs Games	2016
Hand Eye Society - Game Furious	2016
Media Mix - Masters of Media Production Showcase	2015
<u>Press:</u> Torontoist, Toronto Star, Metro News, CityNews, Mediation Station	

Who Are You?

META - New Media Exhibition	2014
Level Up Showcase	2014
Ryerson Transmedia Zone	2014

Sparky Konga

Maximum Exposure	2013
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Community Roles

President	Game Maker's Union	2012 - 2015
<ul style="list-style-type: none"> Organized and instructed new award-winning educational initiatives, events, and workshops teaching game development software, programming, and design to Ryerson University students. Executed PR and marketing campaigns through print, e-mail, web, and social media across Ryerson University and the Toronto game community, increasing membership from 10 to 450+ members. Founded and organized Checkpoint, a popular annual student conference held from 2013 - 2015 featuring video game industry professionals as guest speakers. 		
Curator	Level Up Showcase	2015
<ul style="list-style-type: none"> Curated and managed Ryerson student game projects featured at the 2015 Level Up Showcase. 		
Programming Mentor	Toronto Public Library	2014
<ul style="list-style-type: none"> Assisted head instructor to teach children how to program in Scratch on National Learn to Code Day. 		
Cameras & Code Mentor	Black Youth in Tech Education (BYTE)	2014
<ul style="list-style-type: none"> Mentored children and teenagers in a weekend camp teaching video production and programming skills. 		
Student Mentor	Ryerson University Tri-Mentoring	2011 - 2014
<ul style="list-style-type: none"> Mentored and assisted several Ryerson University freshmen, helping them adapt to student life. 		
Creative Mentor	Ladies Learning Code	2012 - 2013
<ul style="list-style-type: none"> Assisted head instructors to teach women how to use Adobe Photoshop and Premiere Pro in two separate Art and Video Editing workshops. 		