



# Jordan Sparks

Multimedia Artist / Designer / Educator

M.A., B.F.A.

Portfolio: GrindSpark.com

Studio: ShiningSparkEnt.com

E-Mail: GrindSpark.com/contact

## SUMMARY

15+ years of experience in Multimedia Production, Design, and Technology. Highly skilled at developing Videos, Graphics, Games, Products, Events, Curriculum, Copy, Communications, UX, UI, Grants, and other content, in-person and remotely, for local/international employers & clients. Efficient at coordinating with multi-disciplinary teams, volunteers, businesses, institutions, non-profits, communities, and government entities. Instructed & mentored over 15,000+ learners through educational initiatives across Canada and the world.

## SKILLS

Graphic Design, Video Production, Audio Production, Animation, UX Design, UI Design, Web Design, Product Design, Game Design, Agile, Project Management, Event Coordination, AODA, Instructional Design, Curriculum Development, Voiceover, Writing, Branding, Social Media, Content Creation, Public Relations, Remote Production, Communications, Fabrication, Marketing, Research, Leadership, Customer Service

## SOFTWARE

Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Audition, InDesign, Lightroom, Animate, Logic Pro, Autodesk Maya, Unity, Twine, Clip Studio Paint, Canva, OBS, Twitch, Articulate 360, HTML, CSS, WordPress, Figma, Cura, Microsoft Word, PowerPoint, Excel, Teams, OneDrive, Google Apps, Google Analytics, Slack, Discord, Jira, Trello, Notion, Monday, Keynote, Windows, Mac

## EDUCATION

### Master of Arts

Media Production | Ryerson University | 2015

### Bachelor of Fine Arts

New Media | Ryerson University | 2014

## PROFESSIONAL EXPERIENCE

### Director of Technology & Program Coordinator

Hand Eye Society | 2017 – Present

- Executed successful strategies for [workshops](#), education programs, events, and initiatives for local/global game community engagement.
- Led relations with hundreds of members, artists, studios, sponsors, and stakeholders, while securing new local & global partnerships.
- Managed assets and authored content/copy for Hand Eye Society websites, training, marketing, prints, events, and \$500,000+ in grants.
- Producer, Director, Coordinator, Curator, and Host for events, arts festivals, and [broadcasts](#) such as *Super FESTival*, *TCAF*, and more.
- Lead for the annual [Futures Forward](#) business training program, sponsored by Ontario Creates, for over 50 new game studio founders.
- Inventor/Designer/Programmer of [FEST](#), a technology for virtual arts festivals used for 11 events to promote & sell thousands of products, brands, and games by Canadian & International Parties, leading to \$500,000+ in product sales and large global audience growth.

### President / Producer / Director

Shining Spark Entertainment Ltd. | 2019 – Present

- Studio Founder that produces Multimedia products/experiences, secures funding & partnerships, and performs creative consulting.
- Producer, Director, UX Designer, Artist, Animator, VA, and Product Owner of remote team for [Civic Story](#) video game; featured on [CBC](#).
- Director, Artist, and Host behind [Spark Comic Jam](#) livestream event with 5 remote Canadian artists in partnership with *TCAF*.
- Co-Creator, 3<sup>rd</sup> Party Fundraiser, Producer, Curator, Designer, and Coordinator of [Playing With Posters](#) exhibit; featured on [MobileSyrup](#).
- Oversee QA testing teams, manage budgets, and perform product content research with experts in history, healthcare, and other fields.

### Multimedia Artist / Designer / Educator

Various Clients | 2009 – Present

- Freelance Consultant for [Graphics](#), [Comics](#), [Games](#), [Videos](#), [Voiceover](#), [Education](#), [Broadcasts](#), [Photography](#), Grants, and more.
- Advising local and international clients, in-person & remotely, on strategy, production pipelines, webinars, and project management.
- Notable Clients: Ryerson University, University of Toronto, York University, Sheridan College, [ICTC](#), Calian, [BCRC](#), [Ta2 Studios](#).

### Contract Professor

Humber College | 2020 – 2025

- Professor for *Game Production 1* and *Professional Practice* courses in the GAME program for hundreds of adult students.
- Designed & instructed weekly curriculum on various subjects, such as Digital Project Management, Design Principles, Ethics, Agile, Communications, and more through live lecture instruction, [videos](#), assignments, eLearning, LMS, CMS, and remote broadcasts.

### Makerspace Educator

Royal Ontario Museum | 2017 – 2022

- Led & instructed in-person and remote ROM Makerspace Digital Learning experiences for 5000+ students from over 200 schools.
- Crafted original curriculum, graphics, eLearning, [videos](#), props, and more for many museum initiatives, exhibits, and programs.
- Tech Specialist performing IT services and staff training in operating 3D printers, AV equipment, Digital Apps, lessons, and more.
- Co-founded, designed, and instructed curriculum for [Hack The ROM](#), an educational Game Development program experienced by 1100+ Grade 4 - 10 students across 47 Ontario schools that taught how to ethically design Indigenous-inspired video games.

### Motion Graphics Animator

Cherrydale Productions | 2018

- Created, edited, and composited motion graphics for 3 episodes of the award-nominated web drama [All For One](#) on KindaTV.
- Reinvented the studio's animation pipeline process to be 3x faster and more responsive to staff revision requests.

### Digital Broadcast Technician

TSN: The Sports Network | 2015 – 2016

- Expanded TSN's marketing sector by building infrastructure & graphics that enabled online [Twitch broadcasts](#) at Bell's TV studio.
- Trained staff to use Twitch streaming technologies, developed digital broadcasting strategy, and designed creative web content.

### Multimedia Research Assistant

Ryerson University | 2010 – 2015

- Developed 3D models, interactive features, voiceover, and graphic assets for multimedia research and VR projects.
- Directed, filmed, narrated, and edited documentation videos promoting the CIM2 & RML laboratory's VR, AR, and engineering research products for business partners, research conferences, healthcare clients, and the public.



## COMMUNITY ROLES

### **Mentorship Panelist**

The Academy of Canadian Cinema & Television | 2020

- Invited as one of 5 panelists for the [Academy Talks: Success - Why Mentorship Matters](#) online event to answer moderated and audience questions live as a recognition of my mentorship and educational design experience.

### **Black Youth Action Plan Advisor & Instructor**

Interactive Ontario | 2020 – 2021

- Invited to Interactive Ontario's [Black Youth Action Plan Advisory Board](#) to create programs for Black Ontario youth.
- Instructor, Curriculum Designer, and e-Learning Developer for Black Toronto & Ottawa students in the [Digital Dive](#) program.

### **President**

Game Maker's Union | 2012 – 2015

- Organized and instructed new award-winning educational initiatives, events, and workshops teaching game-making software, programming, and design to students from Ryerson University and across Toronto while supporting their game projects.
- Led and executed public relations and marketing strategies through print, web, video, and social media that increased membership from 10 students to an inclusive community culture of 500+ members from across the GTA.
- Founded, directed, hosted, and organized [Checkpoint](#), a popular annual conference for students held from 2013 - 2015 featuring video game industry professionals as guest speakers, sponsored by Nintendo of Canada and Microsoft.

## EXHIBITED PROJECTS

### **FEST (Festival Engagement Software Template) – Virtual Event Platform – [Link](#)**

Super FESTival | 2022, 2023, 2024, 2025

Wordplay | 2021

Toronto Comic Arts Festival | 2021

Comics X Games | 2021

Long Winter | 2021 (x2)

CanZine | 2020, 2021

### **Playing With Posters – Game Art History Exhibit – [Link](#)**

XP Game Summit | 2025

Get On My Level eSports Tournament | 2025

Press: MobileSyrup

### **Civic Story – Video Game – [Link](#)**

Game Devs of Color Expo | 2024

A MAZE. / Berlin | 2024

Dreamhack Beyond | 2023

Super FESTival | 2023

Civic Tech Toronto/Waterloo | 2023, 2024

Press: CBC, Excelon Magazine, Authority Magazine, Beats & Bleeps, LLAG Media, *The Lodger* Podcast

### **An/Other – Video Game – [Link](#)**

Game Poems | 2025

Vector Festival | 2020

Mayworks Festival | 2019

Toronto Comic Arts Festival | 2016

Hand Eye Society | 2016

Ryerson University | 2015

Press: Torontoist, Toronto Star, Metro News, CityNews, Mediation Station

Featured: Sheridan College, University of Toronto

### **Who Are You? – Video Game – [Link](#)**

META New Media Exhibition | 2014

Level Up Showcase | 2014

Ryerson University | 2014

### **Sparky Konga – Interactive Art Installation – [Link](#)**

Maximum Exposure | 2013

## AWARDS

### **York University**

Hand Eye Society

Certificate of Appreciation – Student Work Placement Manager | 2021

### **Ryerson Students' Union**

Game Maker's Union

Best Educational Events - Student Group | 2014

Best Membership Engagement | 2014

## CERTIFICATIONS

Canadian Government Security Clearance - Level II (Secret)

Class G Driver's License



## INSTRUCTIONAL EXPERIENCE

### **Hand Eye Society (2017 – Present)**

- IDM Futures Forward: Business Training Course – Instructor, Organizer, Curriculum Designer, Coordinator, Business Advisor
- Super FESTival: Event & Educational Talks – Director, Broadcast Director, Organizer, Curator, Programmer, Host
- Comics X Games: Event & Educational Talks – Director, Broadcast Director, Organizer, Curator, Programmer, Host
- Wordplay: Educational Talks – Director, Broadcast Director, Organizer, Programmer, Curator
- HES TV – Director, Broadcast Director, Organizer, Curator, Host
- Grant Writing For Creatives Workshop – Instructor, Organizer, Curriculum Designer
- Grant Writing For the Ontario Arts Council – Organizer, Coordinator
- Storytelling In Twine Workshop – Instructor, Organizer, Curriculum Designer
- Intro To Scratch Workshop – Instructor, Organizer, Curriculum Designer
- Intro To Live Streaming Workshop – Instructor, Organizer, Curriculum Designer
- Intro To Pixel Art Workshop – Organizer, Curriculum Designer
- Legal Considerations For Game Creators Workshop – Organizer, Coordinator
- Speedy Scripting With Snippets Workshop – Organizer
- Intro To 3D Modeling: Blender Workshop – Organizer
- Intro To Unity Workshop – Organizer
- Intro To Bitsy Workshop – Organizer
- Intro To Ren'Py Workshop – Organizer
- Intro To Godot Workshop – Organizer
- Intro To Unreal Engine Workshop – Organizer
- Intro To Shaders Workshop – Organizer
- Game Curious – Instructor
- Camp Make-A-Game – Instructor

### **University of Toronto (2020 – Present)**

- Games For Social Change – Guest Speaker
- Storytelling in Twine – Guest Speaker

### **Black Community Resource Centre (2025 - Present)**

- Through Our Eyes VR – Curriculum Developer, Instructor

### **Humber College (2020 – 2025)**

- GAME 160: Game Production 1 – Professor, Curriculum Designer, Tech Specialist
- TUTR MG2: First-Year All Professor Course – Professor, Host
- GAME 314: Professional Practice – Industry Liaison, Career Coach, eLearning Developer
- GAME 362: Work/Field Experience – Industry Liaison, Career Coach
- Trending Game Technologies – Guest Speaker

### **Yorkville University (2024)**

- PMAL 104: Business Writing and Communication – Professor

### **The Narrative Department (2022 – 2024)**

- Game Writing Masterclass – Guest Instructor

### **Conestoga College (2023)**

- Digital Industry Careers – Guest Speaker

### **Royal Ontario Museum (2017 – 2022)**

- Hack The ROM – Co-Founder, Instructor, Curriculum Designer, Tech Director
- ROM Trailblazers: Boys & Girls Club After School Program – Instructor, Curriculum Designer
- Rocks & Minerals Makerspace Activity – Instructor, Curriculum Designer
- First Nations and Europeans in New France & Early Canada Makerspace Activity – Instructor, Curriculum Designer
- Mining In a Changing World Makerspace Activity – Instructor
- Constructing Solutions For Biodiversity Makerspace Activity – Instructor
- Bloodsuckers: Legends to Leeches Makerspace Activity – Instructor, Curriculum Designer
- Spiders: Fear & Fascination Makerspace Activity – Instructor, Curriculum Designer
- Early Societies: Greece Makerspace Activity – Instructor
- Career Exploration Makerspace Activity – Instructor
- African Heritage Month: Here We Are Here Makerspace Activity – Instructor
- VIKINGS: The Exhibition Makerspace Activity – Instructor
- Asafo Flags Makerspace Activity – Instructor
- CHIHULY Makerspace Activity – Instructor
- Open Make Program – Instructor
- ROM Game Jam Day – Instructor
- Out of the Depths: The Blue Whale Story Makerspace Activity – Instructor, Digital Fabricator
- Coding With Copper eLearning Activity – Instructor, Curriculum Designer
- Space Escape Room eLearning Activity – Instructor, Curriculum Designer
- Staff Training – Instructor, Curriculum Designer

### **Interactive Ontario (2020 – 2021)**

- Black Youth Action Plan: Digital Dive Program – Instructor, Curriculum Designer



### **Sheridan College (2017 – 2020)**

- Games For Social Change – Guest Speaker

### **Toronto Metropolitan University (2019 – 2020)**

- DMZ Game Jam – Guest Speaker, Judge
- Converge Lecture Series: Capturing Multimedia Performance – Guest Speaker

### **SKETCH Toronto (2018)**

- Unity Game Development Workshop – Instructor, Curriculum Designer

### **Wiz Robotics (2018)**

- Game Development Summer Camp – Instructor, Curriculum Designer

### **STEAM Labs (2017 – 2018)**

- Video Game Design Summer Camp – Instructor, Curriculum Designer
- Video Game Design After School Program – Instructor, Curriculum Designer
- Ontario Science Centre Representative – Instructor
- 3D Printer & Laser Cutter Safety Training – Instructor

### **Black Youth In Tech Education (2015)**

- Black Youth Games & Film Summer Camp – Instructor

### **TMU Game Makers Union (2012 – 2015)**

- Intro To 3D Modeling: Autodesk Maya Workshop – Instructor, Organizer, Curriculum Designer
- Intro To Pixel Art Workshop – Instructor, Organizer, Curriculum Designer
- Intro to Character Design Workshop – Organizer
- Interactive Programming Workshops (Various programs) – Organizer
- Gameplay Design Workshops (Various programs) – Organizer
- Mobile Game Design Workshop – Organizer
- Game Dev Support Nights – Organizer
- Checkpoint: Annual Game Industry Conference – Director, Organizer, Coordinator, Host

### **Ladies Learning Code (2012 - 2013)**

- Intro To Photoshop – Assistant
- Intro To Video Editing – Assistant

Further Career Highlights, Testimonials, and References can be found at: <https://bit.ly/jsparks-career>