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

Portfolio: GrindSpark.com
E-Mail: GrindSpark.com/contact

SUMMARY
Highly experienced in Multimedia Production, Design, and Technology. 10+ years developing Videos, Graphics, Video Games, Comics, Events, Curriculum, Copy, and more, in-person and remotely, for local and international employers and clients. Efficient at coordinating with multi-disciplinary teams, corporations, colleges, universities, non-profits, and government organizations. Instructed & mentored over 15,000+ students.

SKILLS
Video Production, Graphic Design, Audio Production, Animation, UX Design, UI Design, Agile, Product Design, Game Design, Instructional Design, Curriculum Development, Event Planning, Voiceover, Writing, Project Management, 3D Modeling, 3D Printing, Storytelling, Remote Production, Marketing, Research, Leadership, Customer Service, Public Speaking, Digital Solutions

SOFTWARE
Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Audition, InDesign, Lightroom, Animate, Logic Pro, Autodesk Maya, Unity, Twine, Clip Studio Paint, OBS, Twitch, Articulate 360, HTML, CSS, WordPress, Axure, Sketch, Figma, Microsoft Word, PowerPoint, Excel, MS Teams, Google Apps, 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 & Workshop Coordinator
Hand Eye Society | 2017 - Present
- Lead, plan, curate, and instruct various game & creative education programs and festivals in GTA venues and online.
- Developed successful digital strategies for non-profit to adapt workshops and events to online platforms due to COVID-19.
- Co-Producer, Planner, Host, and Technical Director for Live Events such as Super FESTival, Wordplay, and others.
- Inventor/Designer of FEST, a web platform for virtual arts festivals used for 9 events (such as TCAF) to promote and sell thousands of products by Canadian & International Artists/Developers, directly causing $150,000+ in product sales.
- Education Consultant (2017 – 2020), Director of Technology (2020 – Present).

President / Producer / Director
Shining Spark Entertainment Ltd. | 2019 - Present
- Founder and Administrator of Multimedia Production firm that ships impactful products/experiences and advises start-ups.
- Perform administrative tasks & research, balance business costs & budgets, managing teams, and doing B2B consulting.
- Team Producer, Director, Designer, Artist, and Product Owner for *Civic Story* video game & the *Spark Comic Jam* live event.
- Perform UX research, testing, and content research with experts in social sciences, medical, history, culture, and other fields.

Freelance Multimedia Artist / Designer / Educator
Various Clients | 2011 - Present
- Creative Consultant contracted for work in Design, Animation, Voiceover, Video, Workshops, Lectures, Games, and more.
- Advising local and international clients, in-person & remotely, on strategy, production pipelines, and project management.
- Notable Clients: TSN, Ryerson University, University of Toronto, Sheridan College, ICTC, Human B-Gon, Ambition Talent.

Part-Time Professor
Humber College, Yorkville University | 2020 - Present
- Humber Professor for *Game Production 1* and *Professional Practice* remote courses for adult students. (2020-2023)
- Yorkville Professor for the *Trends in AR/VR* and *Business Writing and Communication* courses, online & in-person. (2024)
- Designed & instructed weekly curriculum on various subjects, such as Project Management, Communication, Ethics, Agile, Design Principles, and more through Blackboard, eLearning videos, and remote broadcasting technologies.

Makerspace Educator
Royal Ontario Museum | 2017 - 2022
- Instructed in-person and remote ROM Makerspace Digital Learning Programs for 5000+ Ontario students.
- Crafted original curriculum, graphics, eLearning, Videos, and Presentations for various public ROM initiatives and programs.
- Supported and Trained staff in operating 3D printers, AV equipment, Digital Apps, lesson content, and more.
- Designed and instructed curriculum on Game Development to Grades 4 - 8 Southern & Northern Ontario schools and mentored their creation of Indigenous-inspired video games for the *Hack The ROM* program.

Black Youth Action Plan Advisor & Instructor
Interactive Ontario | 2020 - 2021
- Invited to the 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.

Motion Graphics Animator
Cherrydale Productions | 2018
- Developed and composited motion graphics for 3 episodes of the award-nominated web drama *All For One*.
- Reinvented the animation pipeline process for faster and more efficient production that's more responsive to revisions.

Multimedia Research Assistant
Ryerson University | 2010 - 2015
- Directed, filmed, narrated, and edited documentation videos featuring the CIM2 & RML laboratory's VR, AR, and computer vision engineering research products for business partners, research conferences, medical clients, and the public.
- Developed 3D models, interactive features, voiceover, and graphic assets for multimedia research projects.

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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.

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 Ryerson University students.
- 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.
- Founded and organized Checkpoint, a popular annual conference held from 2013 - 2015 featuring video game industry professionals as guest speakers with support from Nintendo of Canada and Microsoft.

EXHIBITED PROJECTS

FEST (Festival Engagement Software Template) – Online Event Platform
Super FESTival | 2022, 2023
Wordplay | 2021
Toronto Comic Arts Festival | 2021
Comics X Games | 2021
Long Winter | 2021 (x2)
CanZine | 2020, 2021

Civic Story – Video Game
Dreamhack Beyond | 2023
Super FESTival | 2023
Civic Tech Toronto | 2019 (Demo), 2023
Mayworks Festival | 2019 (Demo)
Press: Excelon Magazine, Authority Magazine, Bleeps & Bloops, LLAG Media, *The Lodgge* Podcast | 2023

An/Other – Video Game
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 | 2016

Who Are You? – Video Game
META New Media Exhibition | 2014
Level Up Showcase | 2014
Ryerson University | 2014

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