

JERALD (JUO) JUATCO

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Portfolio: www.juoart.com

MULTIMEDIA ARTIST FOR SPORTS & ENTERTAINMENT

- 📁 Graphic Design ■ Motion Graphic/Video ■ UI Design/Prototype ■ CGI/3D
- ⚙️ Adobe Photoshop ■ Illustrator ■ After Effects ■ Figma ■ Protopie ■ Flinto ■ Cinema 4D ■ Element 3D (AE)
- 🔗 Creative Brief ■ Design Consultancy ■ Social Media & Digital Marketing

EXPERIENCE

Freelance Multimedia Designer - JUO Art (personal brand)

2012 - Present

- Developed visual assets, motion graphics, and provided consultancy services for more than 40 clients worldwide, primarily in the fields of sports and entertainment

Key Projects/Clients

- Crystal Palace FC (Premier League) – designed animated banners displayed in Selhurst Park Stadium
- StreamLayer (US) – designed graphic, UI, and promotional materials for their key clients including:
 - Manchester City (Premier League)
 - Inter Miami CF (Major League Soccer)
 - Minnesota Twins (Major League Baseball)
 - Formula 1
 - St. Louis Blues (National Hockey League)
 - Coldplay (Music of the Spheres concert)
 - AMC Entertainment Holdings, Inc.
- Striker Soccer, LLC (US) – created and developed a distinct and distinctive brand identity for a number of professional sports teams by creating logos and jersey designs tied to sporting events
- The Wisconsin Woodchucks (US) – created a logo as they hosted the 2017 Northwoods League season
- Washington State University (US), Ottobock SE & Co. KGaA (DE) – designed user interfaces and coordinated the implementation of user experience design strategies for mobile app displays
- Double Pump, Inc. (US), EspritGolf (FR), Futbol Futbol Marseille (FR) – created their primary company and team logo and developed its fundamental branding aspects, as well as its collaterals

*complete list of clients and description available upon request

Multimedia Artist/Brand Specialist - Dubai Opera (Emaar Entertainment)

2017 - 2019

- Designed graphics, multimedia, video editing and motion artworks for Dubai's premier performing arts center
- Supported the creative brief process and implementation of Dubai Opera's digital and social media strategy

Key Projects/Clients

- Various top-bill productions such as:
 - Andrew Lloyd Webber's The Useful Group (The Phantom of the Opera and Evita)
 - Broadway Entertainment Group (Ghost The Musical, Monty Python's Spamalot, Thriller Live)
 - Cameron Mackintosh and Disney (Mary Poppins)
- Produced an audio-visual promotional ad for The Phantom of the Opera show which was displayed/projected on the world's tallest building Burj Khalifa and shared by the official Andrew Lloyd Webber site, New York's Playbill Magazine social media, etc. ([link](#))

Top Level Graphic Designer - 99designs

2012 - Present

- Largest global marketplace for designers
- Won 55 design contests; led 53 projects and 24 repeat clients, mainly involved in the game element illustration, UI design, logo/brand identity, and social media graphics
- Selected as one of 99design's 2014 Milestones specializing in social media designs ([link](#))
- Featured in a solo interview article ([link](#)) and their official coffee table book ([link](#))

Contests Won/Clients

- Bigfish Games (US), Random Logic Games (US), Original Studios (CA), Wireclub Media Inc. (CA), ZipHearing (US), Kirsch & Kern (US), Everything Connects (US), Futfan (MX), Slicklaunch (US), Blue Jay Wireless, LLC (US)

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Multimedia Artist - Globe Telecom

2011 - 2012

Handled multiple sub-brands and designed on different types of materials, including print and digital

Graphic Artist - SCPA Inc

2010 - 2011

Designed product and marketing collateral, coordinating with cross-functional teams for creative ideas and research

EDUCATION

BS Business Administration Major in Marketing Management

Polytechnic University of the Philippines • 2007 – 2011