



**J. ERIC Mo MORALES**

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## PROFILE - Concept Designer

Seeking an extraordinary creative environment in which to contribute ideation leadership, concept development, and product innovation within a multidisciplinary design team engaged in research-based design initiatives.

I'm handed ideas, problems, opportunities - I hand back commercially viable solutions in the form of words; documents; objects; experiences real and virtual. For fifteen years I have been rendering a wide range of creative services to globally influential brands. Holding a graduate degree in applied design set within a context of holistic sustainability, I'm uniquely suited to create a smarter future.

## KEY ATTRIBUTES

Innovative storyteller - able to **weave richly layered narratives**

Pattern perceiver - able to **extend ideas and concepts** both laterally and vertically

Inventor of the *Labyrinthine Projection*<sup>™</sup> and *Transdimensional Perspective* - able to **manifest originality**

Sustainability-minded thinker - able to arrive at **long-term solutions**

Collaborative partner - able to inspire team-based **synergistic breakthroughs**

Experienced "handler" - able to **work effectively** with legendary, iconic, and magnanimous personalities

Disciplined partner: 6 years in the U.S.A.F. working with nuclear weapons - able to deliver **high reliability**

## EXPERIENCE

### FOUNDER | DIRECTOR

#### **VirtualMo Transmedia - Portland, Oregon; 2003 to present**

VirtualMo is a full spectrum, boutique design consultancy providing creative services including proto-type development; graphic, product, environment, motion, and brand design; video and post production; sound design and original music composition; illustration and photography. **Distinguished clients and projects include:**

**Nike – Special Other Operations - ZOO (2011 - 2012)** - Delivered autonomous development of advanced prototypes for footwear, apparel and equipment.

- developed integrated electronics for footwear, apparel and equipment
- developed full-feature, system-based, dynamic media-embedded equipment prototypes
- developed extended aesthetic concepts for various flagship products – meaningful stories, branded environments, immersive audio+visual experiences

**Nike – Jordan Brand (2009 - 2012)** - Produced themed and branded media for the Jordan group's global sales and marketing initiatives, as well as provided recommendations and designs for co-branded apparel.

- developed full-featured, tech-savvy concept footwear prototype for Air Jordan XXVIII
- conceptualized evolutionary graphic designs around their signature "Elephant Pattern" brand device
- developed Jordan apparel co-branded with VirtualMo "signature" illustration style
- created various portrait illustrations of Michael Jordan for production Air Jordan products

**Nike – Innovation Kitchen - Pantry (2001 - 2010)** - Provided diverse creative services to Nike's Special Projects design center including video production, communication and industrial design, illustration, design research, original music, and concept ideation.

- conceptualized communication schema for Nike's eco-forward **Considered Design** initiatives
- commissioned by V.P. Tinker Hatfield to install a large mural portrait of Michael Jordan on campus
- created "signature" laser artwork for *Air Force 1* and *Air Jordan XX* footwear products

**Nike – The Americas Group (2009)** - Directed the artistic vision and supervised the designs for a 120 item retail apparel and footwear collection in support of the 2010 Vancouver Olympic USA Hockey Team. Collection included a Nike / VirtualMo co-branded "influencer" category for V.I.P. distribution.

**Warner International Development / Han Xiao (2006 - 2008)** - Proposed a themed concept; set the design direction; created a site-specific design syntax; established division of space; and led the interior design team for a 3,300 square foot VIP entertaining residence outside Beijing, China. This custom "High Roller Suite" project tasked me to design furniture and a central spiral staircase, invent novel surface treatments, integrate secret rooms and corridors, and develop decorative three-dimensional sculptural wall and light treatments throughout this 32 room, split-level floor plan. The project led to a second interior design project with this Chinese firm.

**KEMO Active (2007)** - Set the creative direction, provided copy, and designed a brand-book for an experimental branding agency / media think tank. I instigated novel discovery exercises and brainstorming sessions that led to a wholesale overhaul of the company, its vibe, and its intellectual service product.

**Michael Jordan (2005 - 2006)** - Commissioned to design and craft a series of hardwood light-boxes featuring his portrait illustrated using my proprietary "Labyrinthine Projection" technique.

**Nike – Explore Group (2005)** - Concepted UX and content supporting two experimental web-based product personalization initiatives for NikeiD. Also created the dynamic audio signature for a virtual racing car; and conceptualized decorative laser graphic treatments for the *Air Max 90 Trainer*.

**InFocus Corporation (2004 - 2005)** - Set creative direction for a sub-brand called **XIGHT** for segment marketing of projectors to teen gamers. Also produced a series of animation intensive video communication projects for multicast distribution.

## **RECORDING & MIX ENGINEER / PRODUCER**

### **J. Eric Morales Recording, Engineering and Production; 1997 to present**

Independent recording, mix, and mastering engineer for various recording studios in Hollywood and Portland. Notable achievements / artists:

**B.B. King** - Assistant recording engineer for a special session at L.A.'s legendary *Cherokee Recording Studios*

**Puff Daddy** - Assistant recording engineer for rock remix of "All About the Benjamins" featuring Tommy Stinson from The Replacements, Rob Zombie of White Zombie, and Dave Grohl of Nirvana

**Weezer** - Assistant recording engineer for a Brian Bell produced record project called "Space Twin"

**Timeless Studios** - Partnered with financier to create a full-service analog / digital recording studio in Silverton, Oregon. I designed and installed the state-of-the-art control room as well as developed control room designs for several other recording studios in the Portland area.

**Clients** - Nike, CBS Radio, Infinity Broadcasting, KINK 102FM, Cherokee Recording Studios, Fox Force Five Studio, Hollywood Recording Services, Paramount Studios, SuperDigital, Whitehorse Recording, Downstream Digital, Creative Media Development

## PROFESSIONAL ACCOMPLISHMENTS

### INVENTIONS

**Labyrinthine Projection™** – Single, uninterrupted, non-intersecting hand-drawn line portrait – 2000  
**ShadowMorpher** – Single sculptural object casting morphing shadow of multiple portraits - 2006  
**OMEK Tiles** – graphic cypher system for communicating encrypted text– 2007  
**Transdimensional Perspective** – Developed academic foundation for special-point perspective – 2010  
**Labryphone** – electro/mechanical sound resonator for music composition – 2011  
**TactiCube** – 3-dimensional puzzle for the blind – 2012

### TOOLS & SKILLS

Skilled with all industry standard, Macintosh hardware/software including the complete Adobe Creative Suite; Pro Tools; Apple Final Cut Studio; intermediate knowledge of Maya; skilled with all studio art mediums; competent with nearly all hand and machine fabrication techniques. Experience with CAD includes 3D rendering, CNC and laser fabrication, rapid proto-typing, and advanced material concepts

### PUBLICATIONS

*"The Traveling Salesman Problem,"* William J. Cook, PhD., Princeton University Press, 2011  
*Sole Collector*, issue #20 – profile, October, 2007  
*Sole Collector*, issue #16 – interview, March, 2007  
*"Organic Labyrinths and Mazes,"* H. Pedersen, PhD. & K. Singh, PhD., Univ. of Toronto Press, 2006  
*PDX Magazine*, "Little JEMs" – show review of paintings, May 2006  
*KOIN 6 TV News*, CBS Network, Portland – evening news feature, May 20, 2005  
*KGW 8 TV News*, WB Network, Portland – evening news feature, May 20, 2005  
*Sole Collector*, issue #10 – cover illustration, December, 2005  
*International Designers Network*, issue #12, "Pick of the Month" May, 2005  
*Kickclusive*, issue #9 – interview, September, 2005  
*Mass Appeal*, issue #33 – interview, May, 2005  
*Sole Collector*, issue #8 – interview, June, 2005  
*Willamette Week* – show review for "Labyrinthine Projections", October 13, 2004  
*Portland Tribune*, "Artist Has Sole" – section feature, October 14, 2004

### EDUCATION

**Pacific Northwest College of Art; Portland, Oregon – MFA Applied Craft & Design (distinction), 2011**  
Portland State University; Portland, Oregon – BS Drawing / Painting / Printmaking (honors), 2003  
L.A. Recording Workshop; Los Angeles, California – Certificate of Recording Engineering (honors), 1997  
Community College of the Air Force – AS Integrated Aviation Electronics (honors), 1991  
Community College of the Air Force – AS Technology Instruction (honors), 1991  
Loyola Marymount University; Los Angeles, California – Mechanical Engineering (not degreed), 1985

### SPEAKING & TEACHING

Presented at Nike WHQ Design Exchange, *"Labyrinthine Projection,"* Beaverton, Oregon – 2009  
Presented at Portland State University's *"Successful Artist Lecture Series,"* Portland, Oregon – 2007  
Taught *"Authoring Professional DVDs,"* Portland Community College, Portland, Oregon – 2006  
Taught *"Traditional Mastercraft Leded Glass Techniques,"* Brand Studios, Glendale, California – 1996

## PROFESSIONAL REFERENCES

*“[Mo] is capable of bringing extraordinary ideas into reality.”*

BILL DIETER, Founder  
TERRAZIGN PRODUCT DESIGN (NASA industrial design contractor)  
939 SE Alder Street  
Portland, Oregon 97214  
503.238.3828  
dieter@terrazign.com

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*“I was impressed by Mo’s intuitive grasp of technical concepts and his ability to articulate his artistic visions with scientific clarity. I have . . . a rare art/science synergy in working with Mo.”*

KARAN SINGH, PhD., Associate Professor  
COMPUTER SCIENCE, UNIVERSITY OF TORONTO  
40 St. George Street  
Toronto, Ontario, Canada M5S 2E4  
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*“JEM’s work ethic is one of total focus on all aspects of any given project. He takes the time to analyze, evaluate and debate variables prior to making creative statements and is open-minded to constructive criticism by his peers and mentors.”*

DONALD SMITH, MFA, PhD  
HONORARY FELLOW OF THE ROYAL COLLEGE OF ART, LONDON  
EMERITUS PROFESSOR OF ART AND DEAN, U.S. INTERNATIONAL UNIVERSITY  
9956 Cummins Place, Scripps Ranch  
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*“Lateral thinker. Problem solver. Mr. Left (with a slant towards the right). Extraordinarily Creative.”*

MARK SMITH, Creative Director  
INNOVATION COLLECTIONS, NIKE  
1 Bowerman Way  
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*“[Mo’s] work is meticulous and exceptionally elegant.”*

ANNE MARIE OLIVER, MA, PhD. Professor  
INTERMEDIA AND CONTEMPORARY THEORY, PNCA  
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