



**ERIC JORDAN**

ADVANCED DESIGN. MOTION. SOUND.

# PROJECT HIGHLIGHTS

Creative Direction . Design . Animation

HIGHLIGHTS  
1999 - 2018

**Eric Jordan**

INTERNATIONAL CREATIVE CONSULTANT  
Creative Director, Designer, Motion Graphic Artist

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Strategy | Branding | Concept | Design | Animation | 3D | VR | VFX | Production | Sound



**Eric Jordan** is an award-winning independent digital artist working in multiple mediums, with an 18+ year background in creative direction, graphic design, motion graphics, interactivity, user interface design, user experience design, 3D design/animation, brand/identity, and sound design.

Recognized by .Net Magazine as one of the world's top 20 international designers, Eric has overseen the creative direction and execution of over 700 projects for some of the world's top brands and Fortune 500 companies. His work has spanned nearly all design & motion graphics mediums including film, broadcast television, websites, smart phones, virtual reality (VR), electronic billboards, vehicles, print, and video games. Eric has won multiple industry awards, including FWA's "Most Influential Flash Site of the Decade", and has been featured in numerous design-related books and magazines around the world for his influence in shaping the early interactive web era. His work has earned a place in the Web Design Museum, as well as an upcoming book "The History of Web Design" which documents early web design that heavily influenced the modern internet landscape.

Formerly the president and founder of 2Advanced Studios, a world-renowned interactive design studio which was inducted into FWA's 'Hall of Fame' for producing numerous award-winning interactive projects during the inception of the interactive era, Eric now operates as a international creative consultant and collaborates with many other brands, agencies, and creatives around the globe.

**Clients Include:**

*Adobe, Nintendo, Nissan, Activision, Warner Brothers, Motorola, Electronic Arts, Epson, Lucas Arts, Ford, Fox Entertainment, Fox Sports, AOL, Google, Lexus, Samuel Adams, Oakley Sunglasses, Mattel, Marvel, Diesel, New Line Cinema, Tesla, Bacardi, Panasonic, Land Rover, LG Electronics, T-Mobile, J. Walter Thompson, SpaceX, Boeing, and many other top global brands.*

ERIC JORDAN

# SELECTED WORK

Enclosed are a series of key project highlights from the career of Eric Jordan, selectively curated from a wide range of over 700 projects spanning 18+ years.





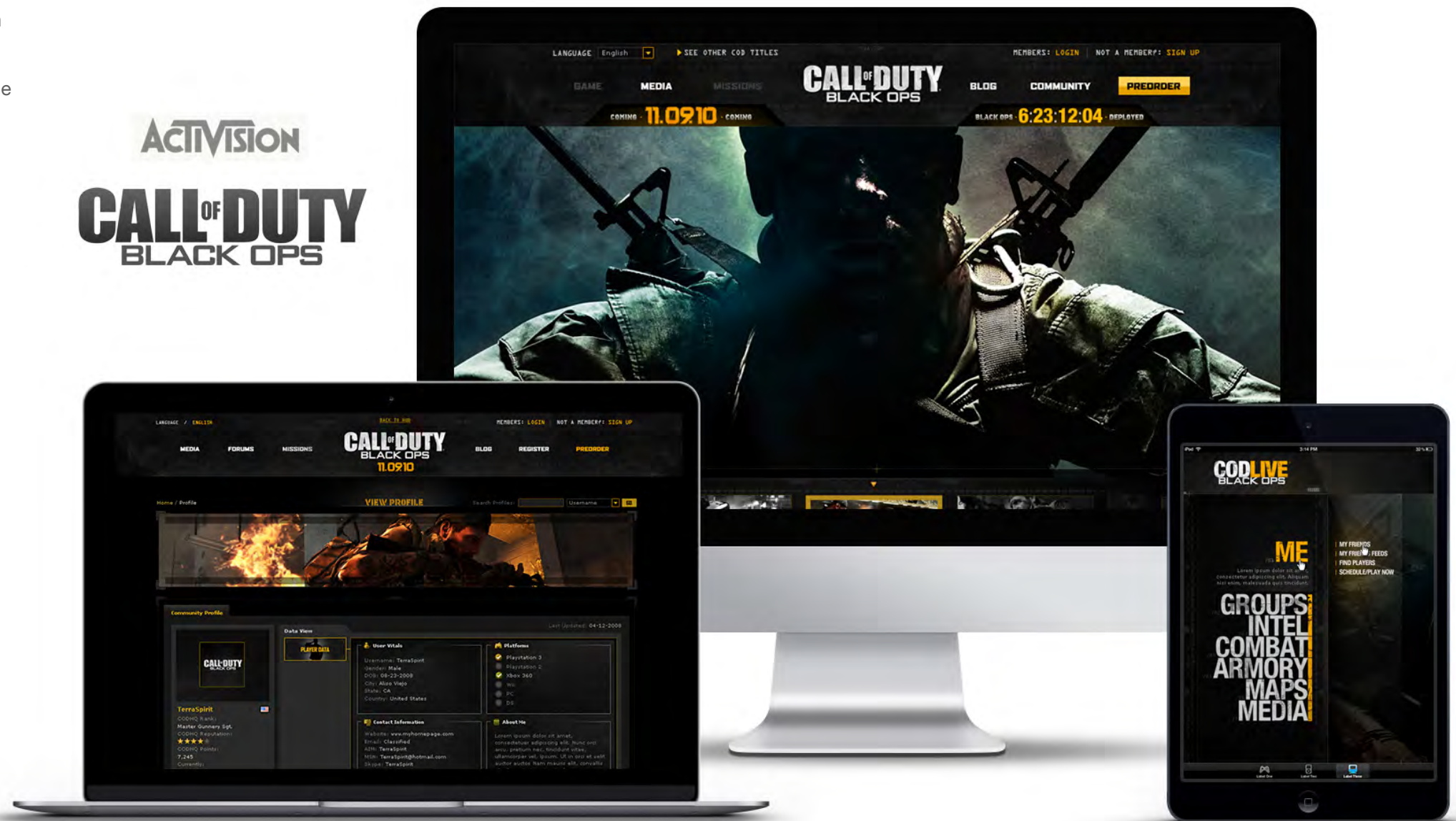
# CALL OF DUTY BLACK OPS OFFICIAL WEBSITE CAMPAIGN

Client: Activision

Role: Creative Direction, Design, Concept Design, Website Design, Animation

- Creative direction and design for Activision's official worldwide release of "Call of Duty - Black Ops" video game title
- UI/UX design for advanced online game statistics and user membership front-end system

ACTIVISION  
**CALL OF DUTY**  
BLACK OPS





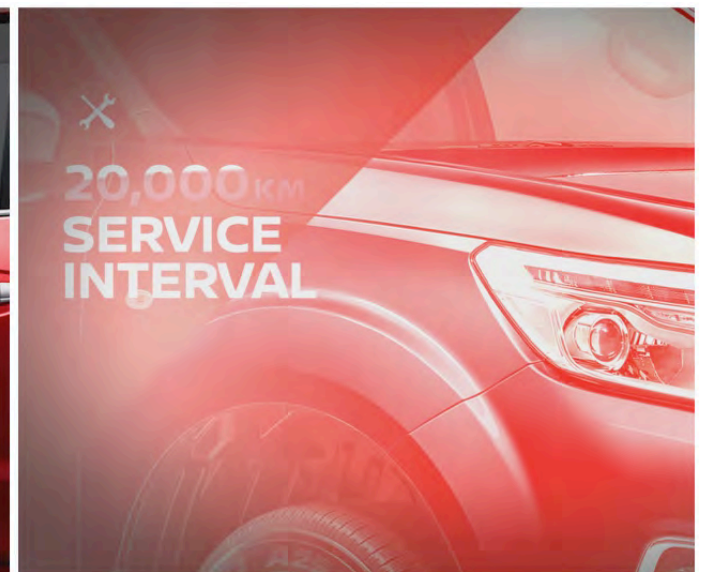


# NISSAN NAVARA BROADCAST TV SPOT

Client: Nissan

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction, design, and animation for prime time Nissan Navara broadcast TV spot
- Design, 2D animation, 3D animation, compositing





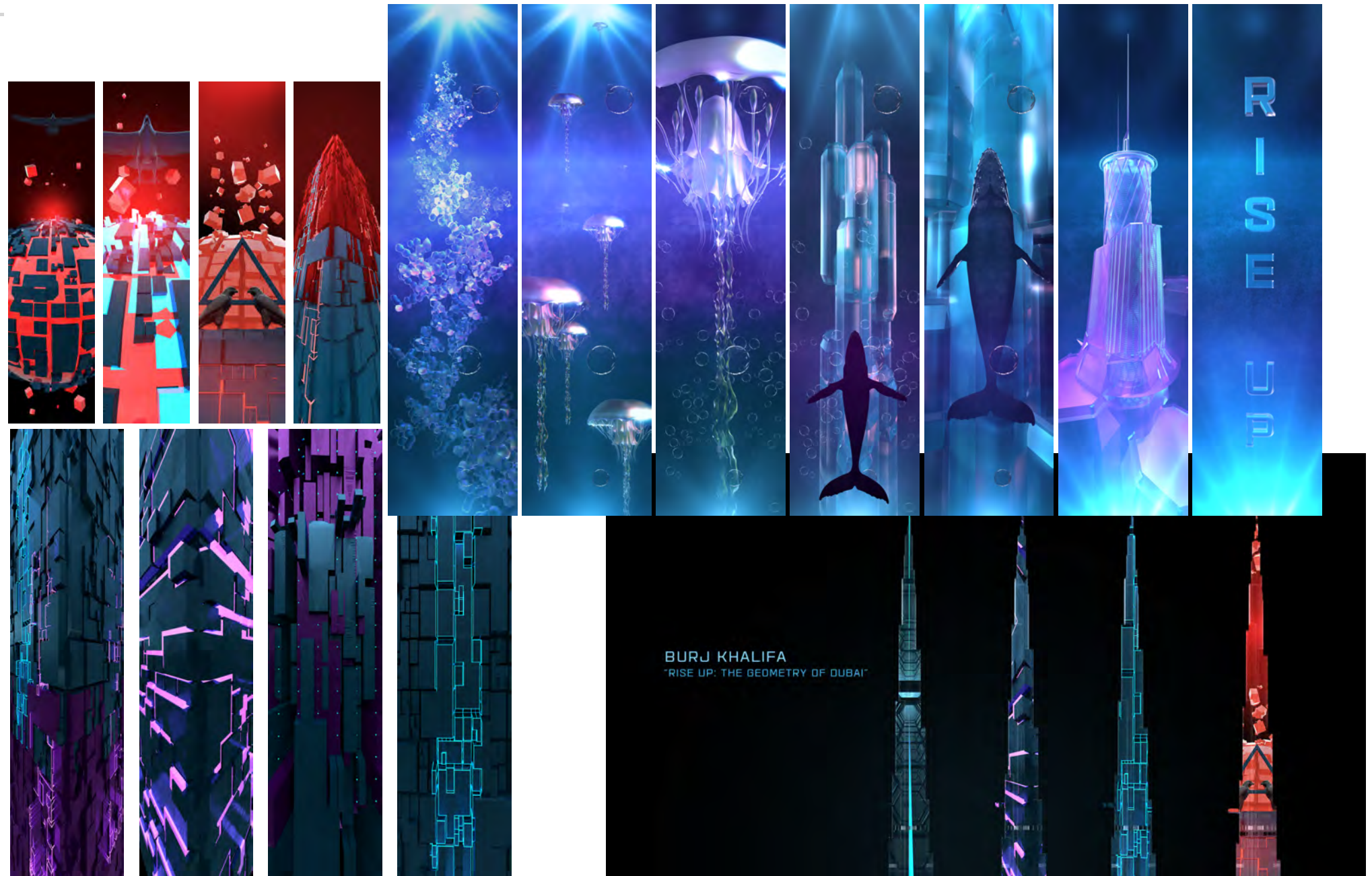


# BURJ KHALIFA SKYSCRAPER, DUBAI: NEW YEARS EVE SHOW 2019

Client: City of Dubai, UAE

Role: Creative Direction, Design, Concept Design, 3D, Animation Prototypes

- Creative direction, design, and animation pitch for an exclusive exterior animation sequence projected during New Years Eve countdown onto the exterior of the world's tallest buildings, the Burj Khalifa skyscraper in Dubai (UAE). The massive show includes lights, lasers, fireworks, synchronized water fountains, & massive visual 830 meter (2,717 ft) tall projections across the exterior of the skyscraper, with an estimated 2 million people in attendance.







# “PROJECT 7” Meta-Experience

Client: “Project 7”

Role: Creative Direction, Website Design, UI/UX, Animation, Concept Design, Smartphone App Design

- Creative direction and design for a revolutionary immersive meta-experience spanning both real and virtual platforms

**PROJECT 7**  
AWAKEN FROM ILLUSION



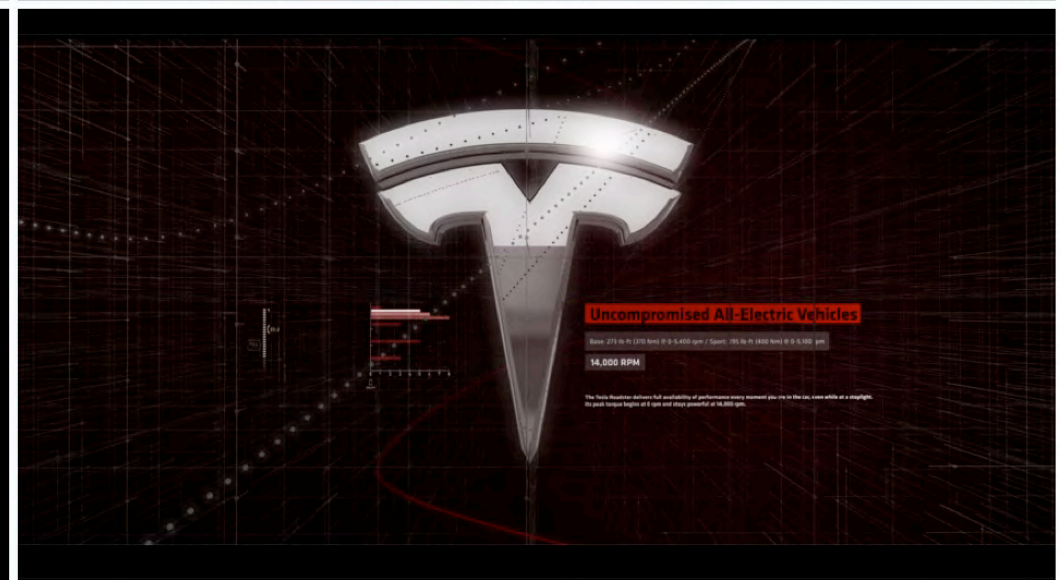


# TESLA MOTION GRAPHIC

Client: Tesla Motors

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction, design, and animation for Tesla Motors
- Design, 2D animation, 3D animation







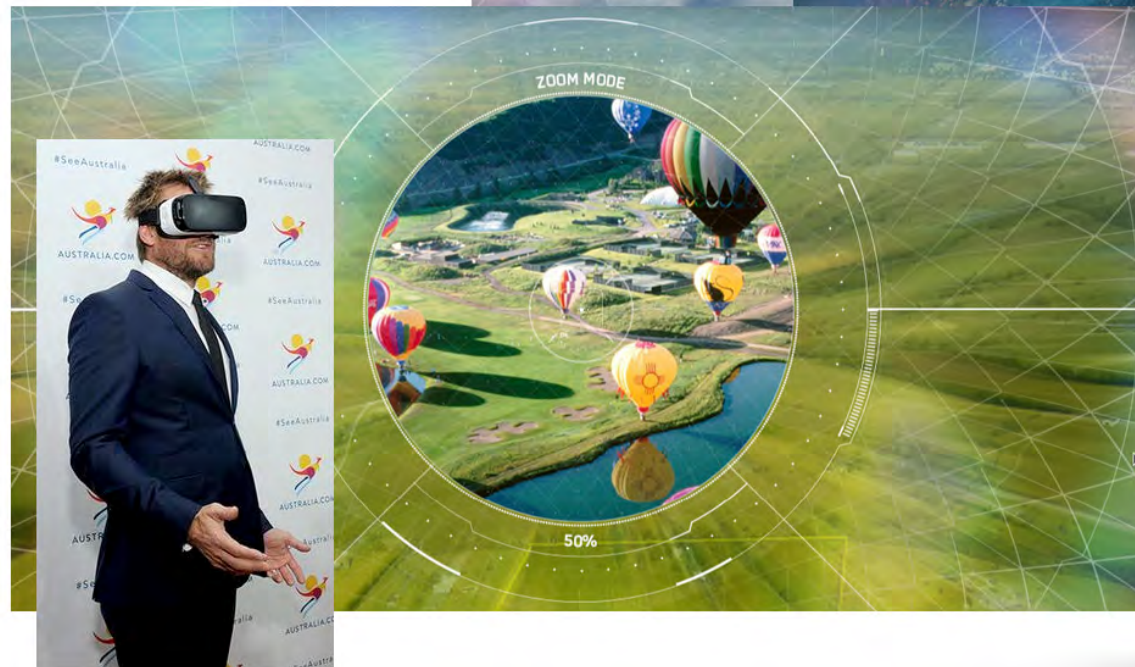
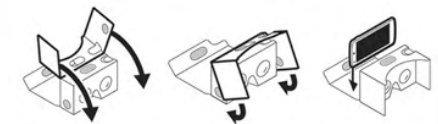
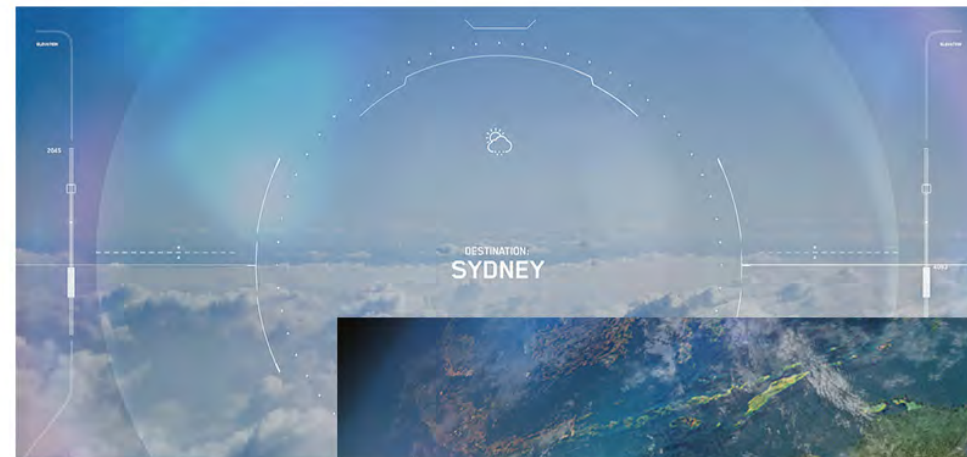
# VR: TOURISM AUSTRALIA VIRTUAL REALITY EXPERIENCE

Client: BBDO

Role: Creative Direction, Design, 3D, Animation

- Creative direction and design for VR UI / HUD
- 3D design & animation of VR experience elements

**BBDO**







# CALL OF DUTY: HEADQUARTERS

## Client: Activision

Role: Creative Direction, Website Design, UI/UX, Real-Time Statistics System Front-End Design, Smartphone App Design

- Creative direction and design of Activision's official Call of Duty website hub, coinciding with the worldwide release of the gaming title "Call of Duty: World At War".
- Management of 10 person design/development team from creative design to development roll-out.
- Creative direction and design of custom real-time statistics front-end system using dynamic Flash technology.
- Creative direction and design of companion smartphone application for the display of on-line gaming stats and facilitation of inter-player messaging.







# Adobe Max Conference Website Experience

## Client: Adobe

Role: Creative Direction, Website Design, UI/UX, Animation, Concept Design, Character Design

- Creative direction and design for Adobe's industry-wide MAX conference.
- Creative Direction, design, and animation for promotional website advertisement on Adobe's main homepage.
- Creative direction and design of interactive Adobe Max website with interactive experience.



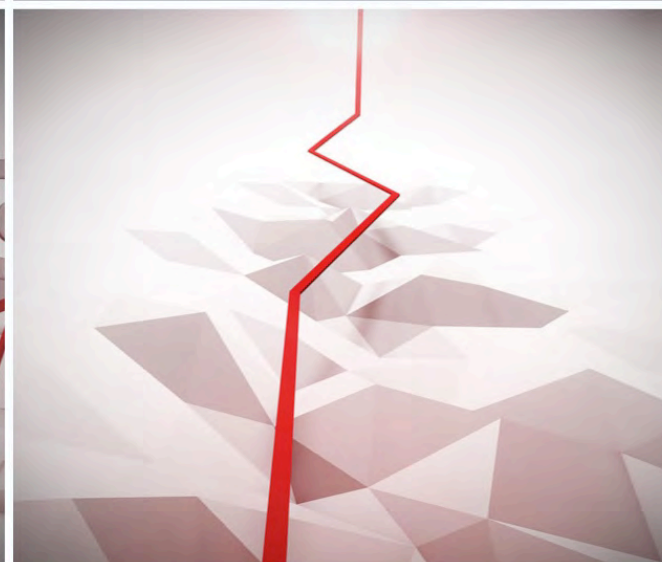


# NISSAN BOTTOMLINE BROADCAST TV SPOT

Client: Nissan

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction, design, and animation for prime time Nissan broadcast TV spot
- Design, 2D animation, 3D animation, compositing







# ELEVEN01 EVENT MOTION GRAPHIC & BRANDING

## Client: Eleven01

Role: Creative Direction, Design, Concept Design, 3D Modelling, Animation, Motion Graphics

- Creative direction, design, branding, and animation for the official announcement of the Eleven01 blockchain protocol
- Directed to display at the IBC International Blockchain Congress 2018, a high profile blockchain conference with over 2000 participants in attendance, along with the top names in blockchain/ cryptocurrency and reps from IBM, Accenture, Microsoft, Infosys, and others







# Adobe Max Conference Print & Toy Campaign

## Client: Adobe

Role: Creative Direction, Design, Print Design, Concept Design, Matte Painting, Character Design



- Creative direction and design for Adobe's industry-wide MAX conference.
- Creative Direction & design for city-wide print-campaign - including large-scale banners, and billboards
- Adobe 3D character toy design for promotional giveaway





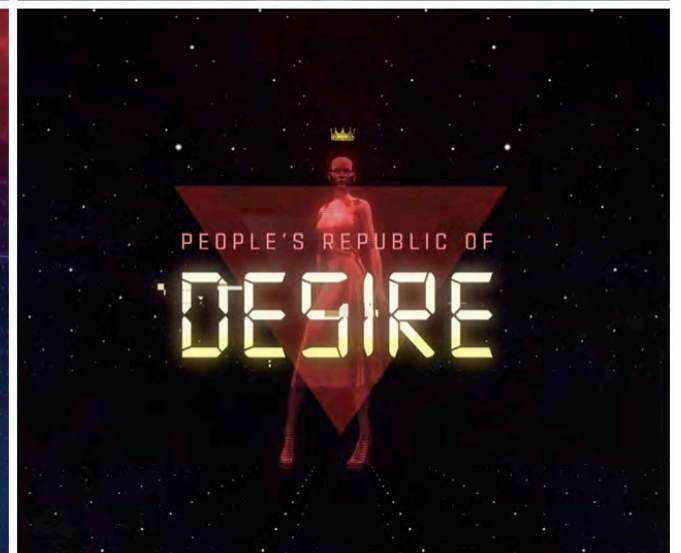
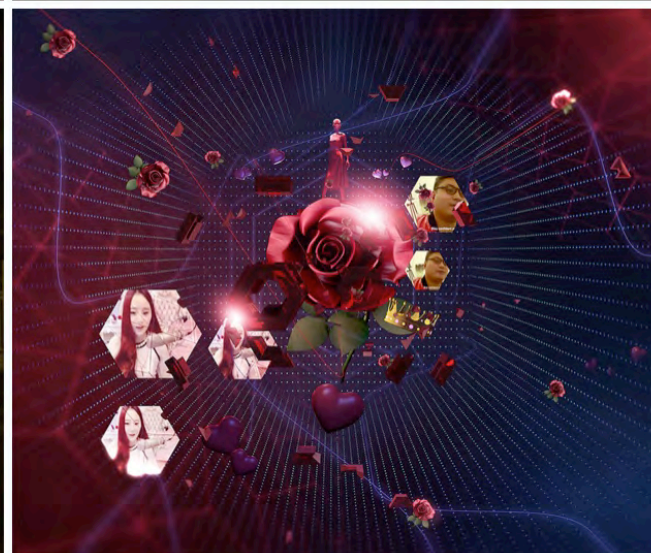
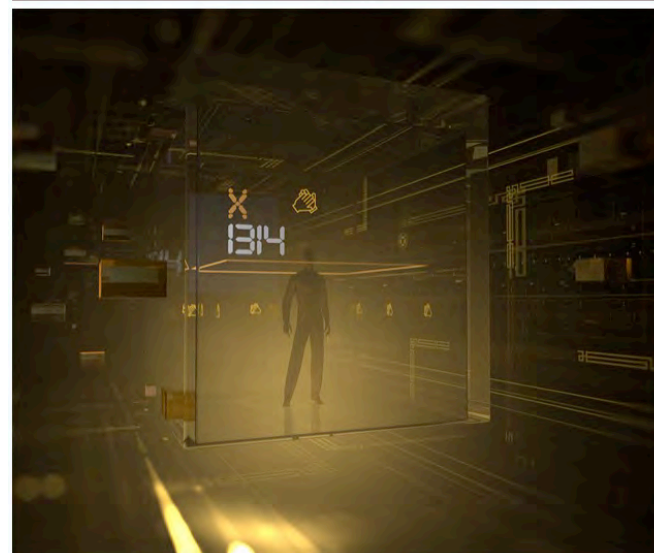


# FILM: PEOPLE'S REPUBLIC OF DESIRE: VISUAL EFFECTS & MOTION GRAPHICS

## Client: Tripod Media & Director Hao Wu

Role: Creative Direction, Design, Concept Design, 3D Modelling, Animation, 3D Animation, Motion Graphics, Compositing

- Creative direction, design, branding, and animation for the VFX and main titles for the award winning documentary film 'People's Republic of Desire' by Best International Director Hao Wu







# Adobe Stock - Master Artist Collection

Client: Adobe

Role: Creative Direction, Design, Motion Graphics, 3D

- Privately invited alongside world's leading After Effects artists to construct a series of premiere customizable motion graphics templates for Adobe.
- Creative direction, design, and animation of master artist motion graphics templates for launch of the new essential graphics templates





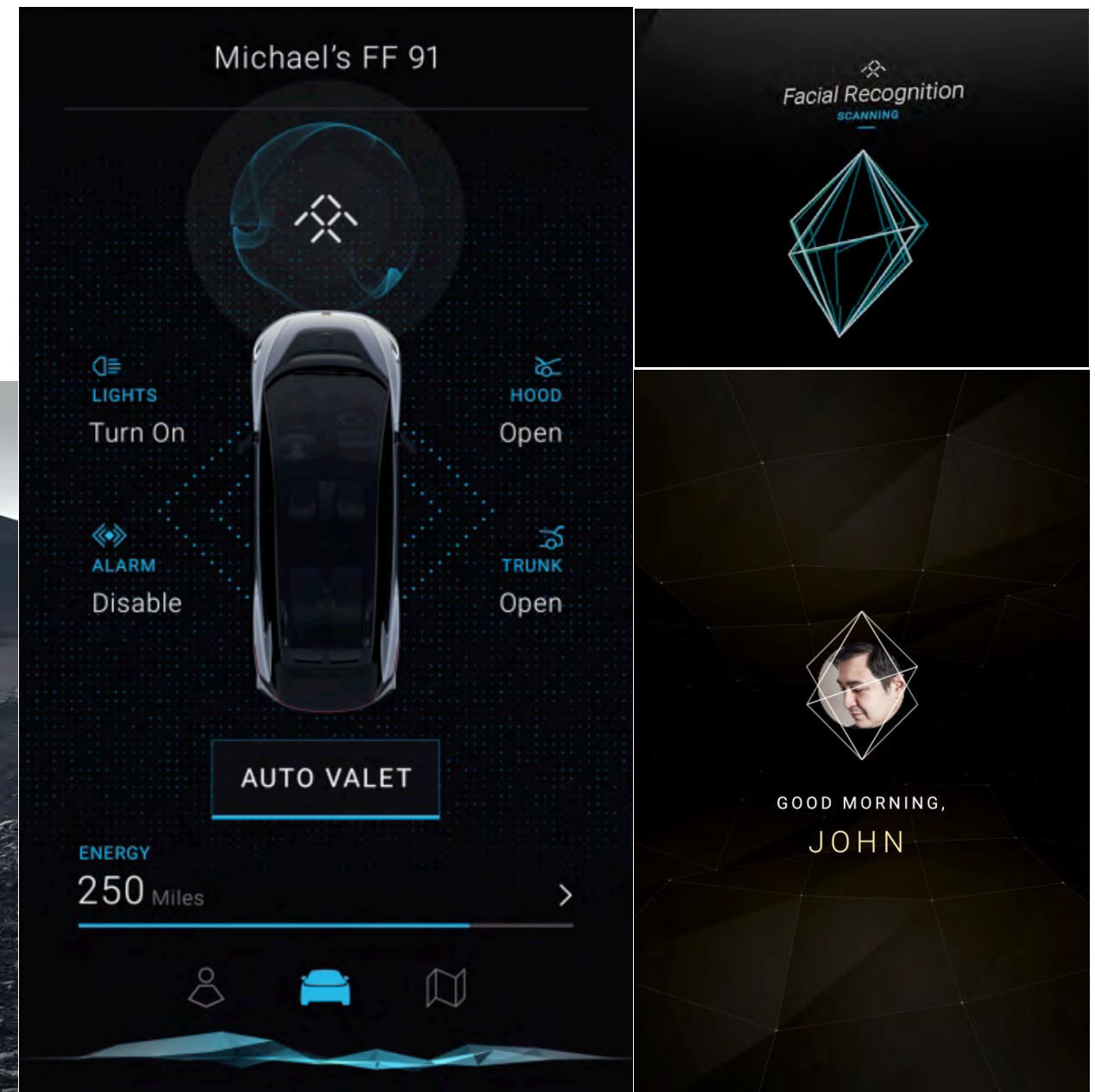


# Faraday Future - In-Vehicle Dashboard UI Display (FFID)

Client: Faraday Future

Role: Creative Direction, Design, Motion Graphics, Concept Design

- Creative direction, design, and animation for Faraday Future's advanced AI-driven vehicle ecosystem
- FFID personalised in-dash user display, temperature controls, music visualisation systems, seat adjustment, and iconographic systems.





# VEGA 2027

Client: Withheld Under NDA

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics, Compositing

- Creative direction and design of voice-enabled A.I. (Artificial Intelligence) narration animation
- 3D concept design, 3D animation, compositing, 2D animation





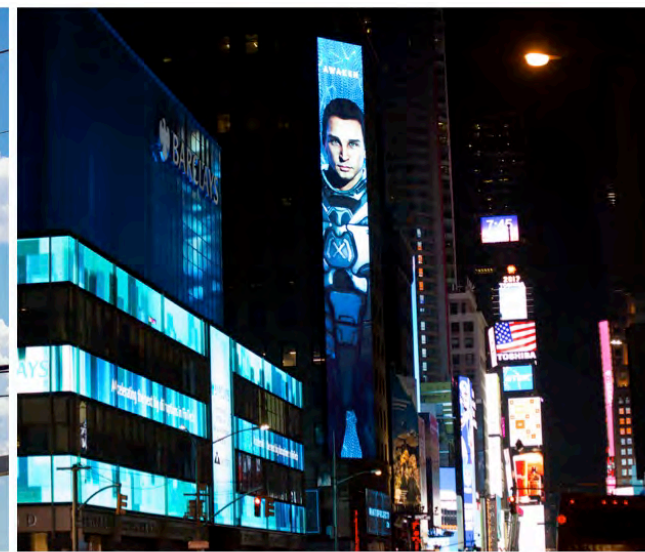


# “Project7” Meta-Experience: Real World Animated Billboard Campaign

Client: “Project 7”

Role: Creative Direction, Design, Motion Graphics, Concept Design, 3D

- Creative direction and design for a series of real-world billboards deployed in over 50 locations across the United States and New Zealand, including downtown Times Square in New York City. The animated Billboards were deployed as part of an advanced hybrid meta-experience campaign involving overlapping reality-based and virtual platforms.







# Dark Futures

## Client: Microsoft

Role: Creative Direction, Design, Print Design, Concept Design

- Creative direction and design for Microsoft's "Dark Futures" speaker conference
- Concept & print campaign - 6 poster series rollout







ERIC JORDAN: PROJECT HIGHLIGHTS

# JORDAN Watchmasters Smartwatch Series

Client: Watchmasters, Samsung, Google

Role: Creative Direction, Design, UI/UX, Concept Design, 3D, Smartwatch Design

- Creative direction and design for a series of high-end digital smartwatch faces custom crafted for Watchmasters - exclusively available on Samsung & Androidwear





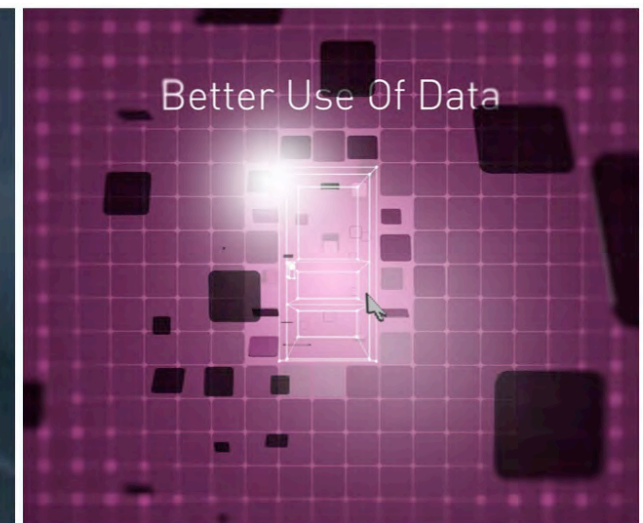
ERIC JORDAN: PROJECT HIGHLIGHTS

# EXPERIAN

Client: Experian

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction and design of motion graphics piece for Experian credit software
- 3D concept design, 3D animation, 2D animation





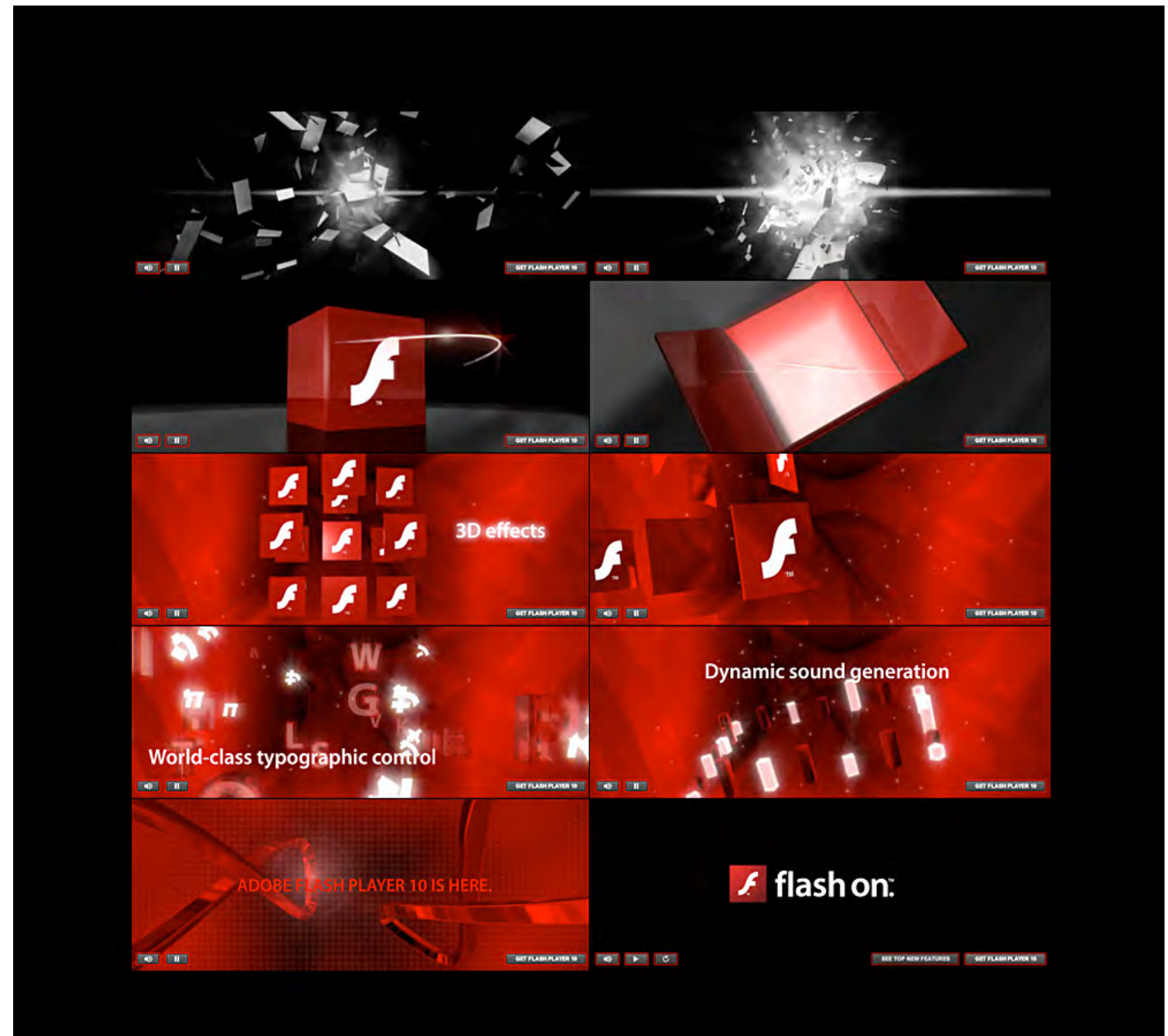


# ADOBE FLASH 10 PLAYER ANIMATION

Client: Adobe

Role: Creative Direction, Design, Concept  
Design, 3D, Animation, Motion Graphics

- Creative direction and design of motion graphics piece for the official announcement of Adobe's Flash 10 Player
- 3D concept design, 3D animation, 2D animation



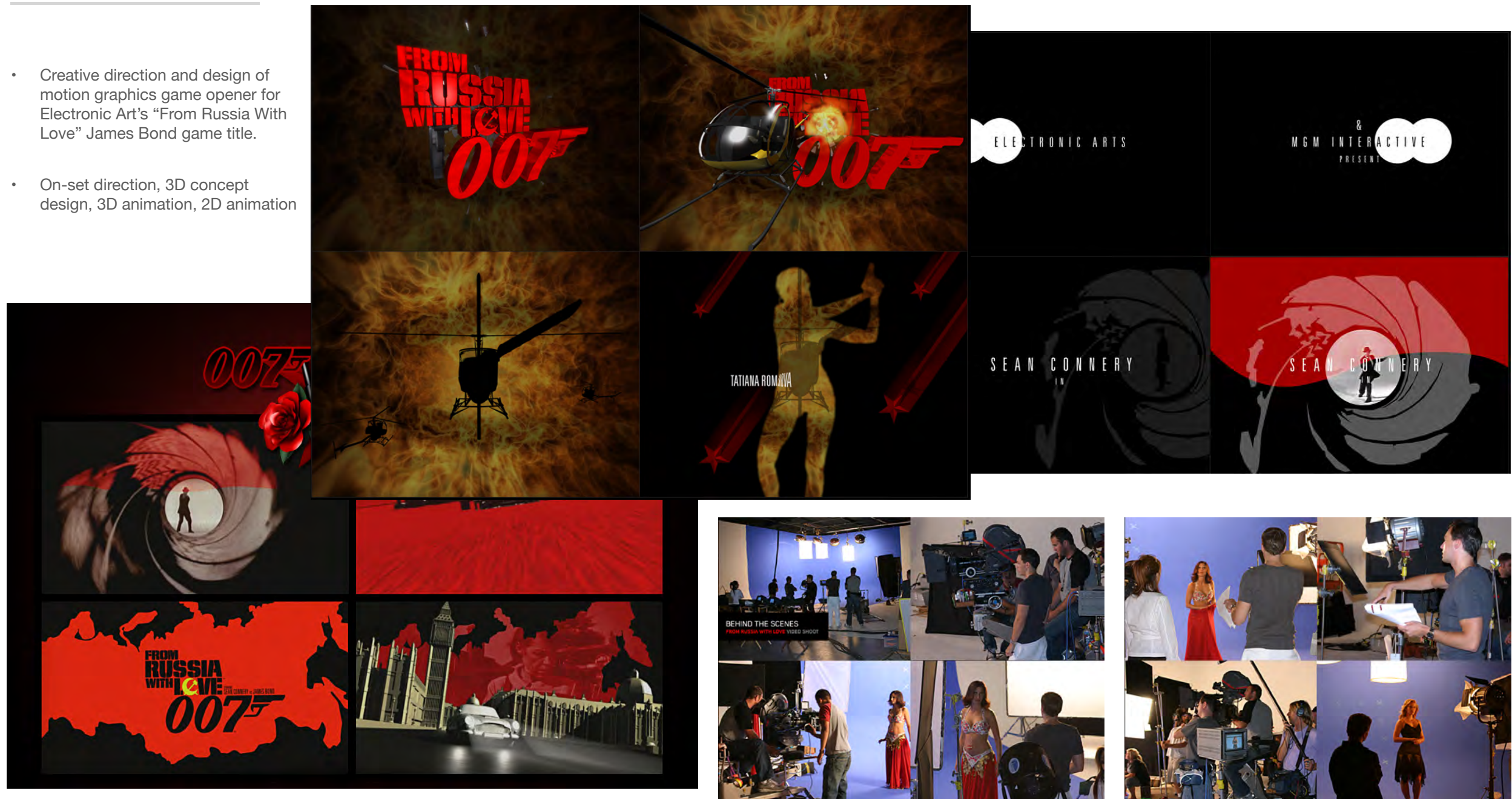


# FROM RUSSIA WITH LOVE: Video Game Opening Sequence

## Client: Electronic Arts (EA)

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction and design of motion graphics game opener for Electronic Art's "From Russia With Love" James Bond game title.
- On-set direction, 3D concept design, 3D animation, 2D animation







# MAXUS WORLD WIDE MOTION GRAPHIC

Client: Maxus

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction, design, and animation of motion graphic for Maxus Worldwide
- 2D animation, 3D animation







# PANASONIC VISION COMMERCIAL

Client: Panasonic

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction, design, and animation for Panasonic "Vision" commercial
- Design, 2D animation, 3D animation, compositing





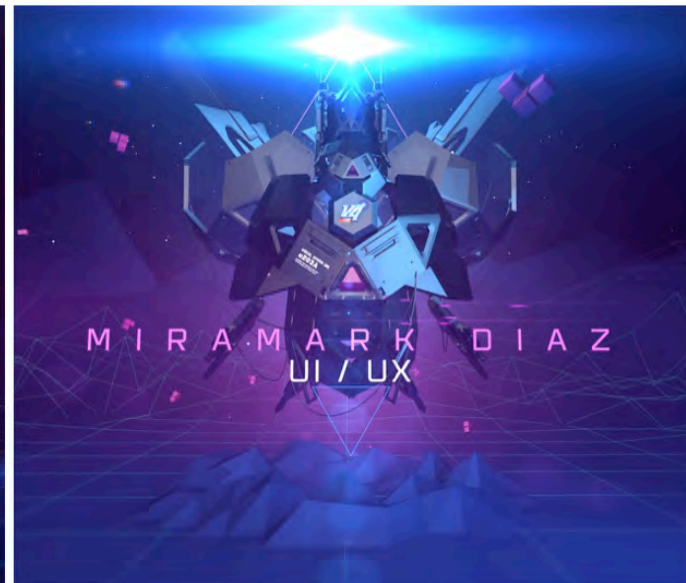


# VISUAL CONFERENCE OPENING TITLES

Client: VISUAL

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction, design, and animation for opening titles of the VISUAL conference, the largest graphic design conference in the South (Philippines) with over 50 sponsors including FWA, Air Asia, and Wacom
- Design, 2D animation, 3D animation







# ACE COMBAT VIDEO GAME WEBSITE

Client: Bandai Namco

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction and design for “Assault Horizon” video game title and online game “Capital Conquest”
- Design, 2D animation, 3D animation







# BACARDI DJ INTERACTIVE MIXER

Client: Bacardi

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction and design for Bacardi's international "Bacardi DJ" promotion
- Concept, Design, Interactive Production for revolutionary online DJ mixer with libraries of custom sound samples
- Oversaw team of 6 designers and developers from creative phase to development and deployment



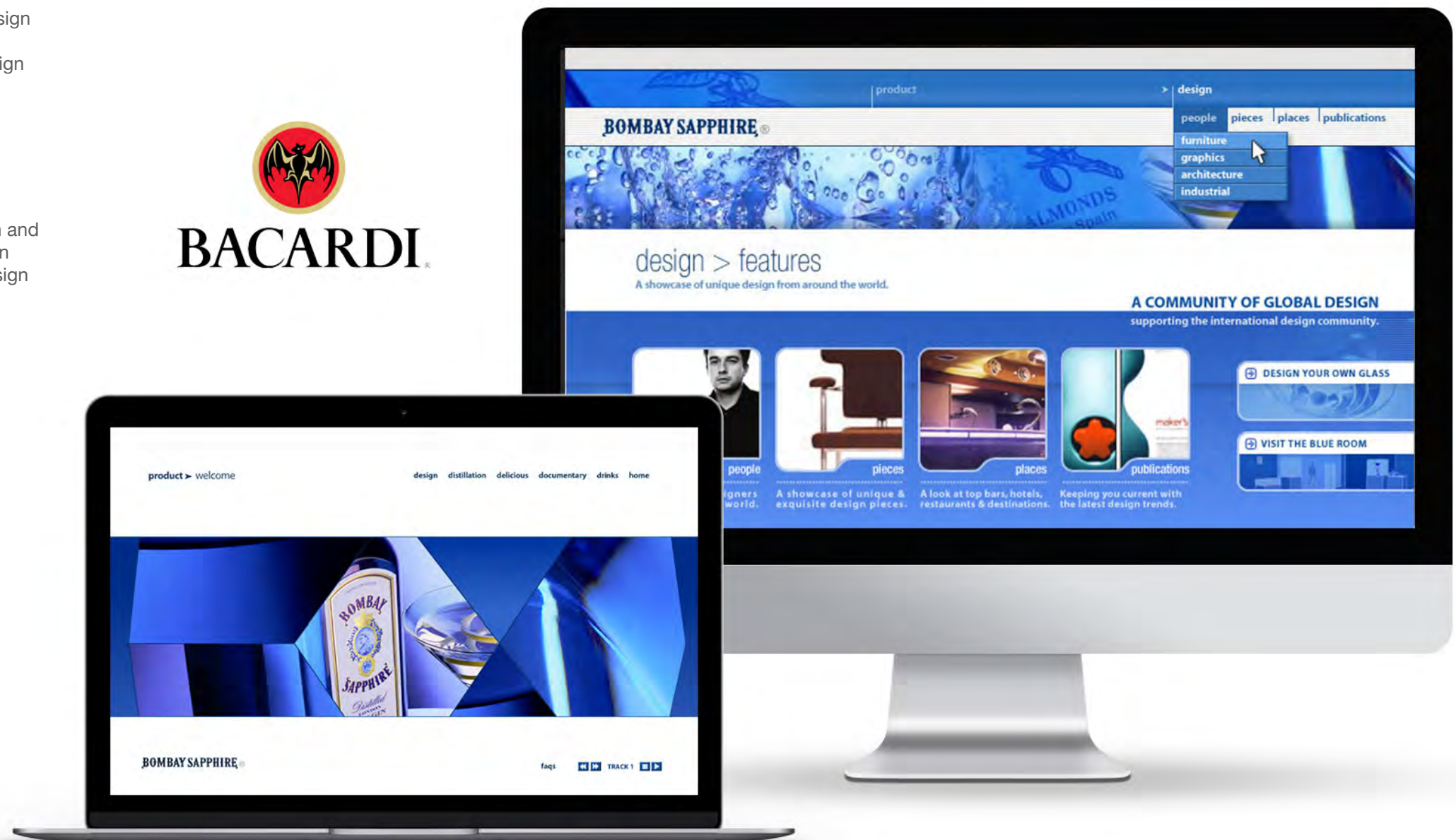


# BOMBAY SAPPHIRE WEBSITE REDESIGN

Client: Bacardi

Role: Creative Direction, Design, Concept Design

- Creative direction and design for Bacardi's BOMBAY SAPPHIRE website redesign
- Interactive Design & Development using Flash Technology
- Integrated print campaign and iconography badge design matched to website redesign







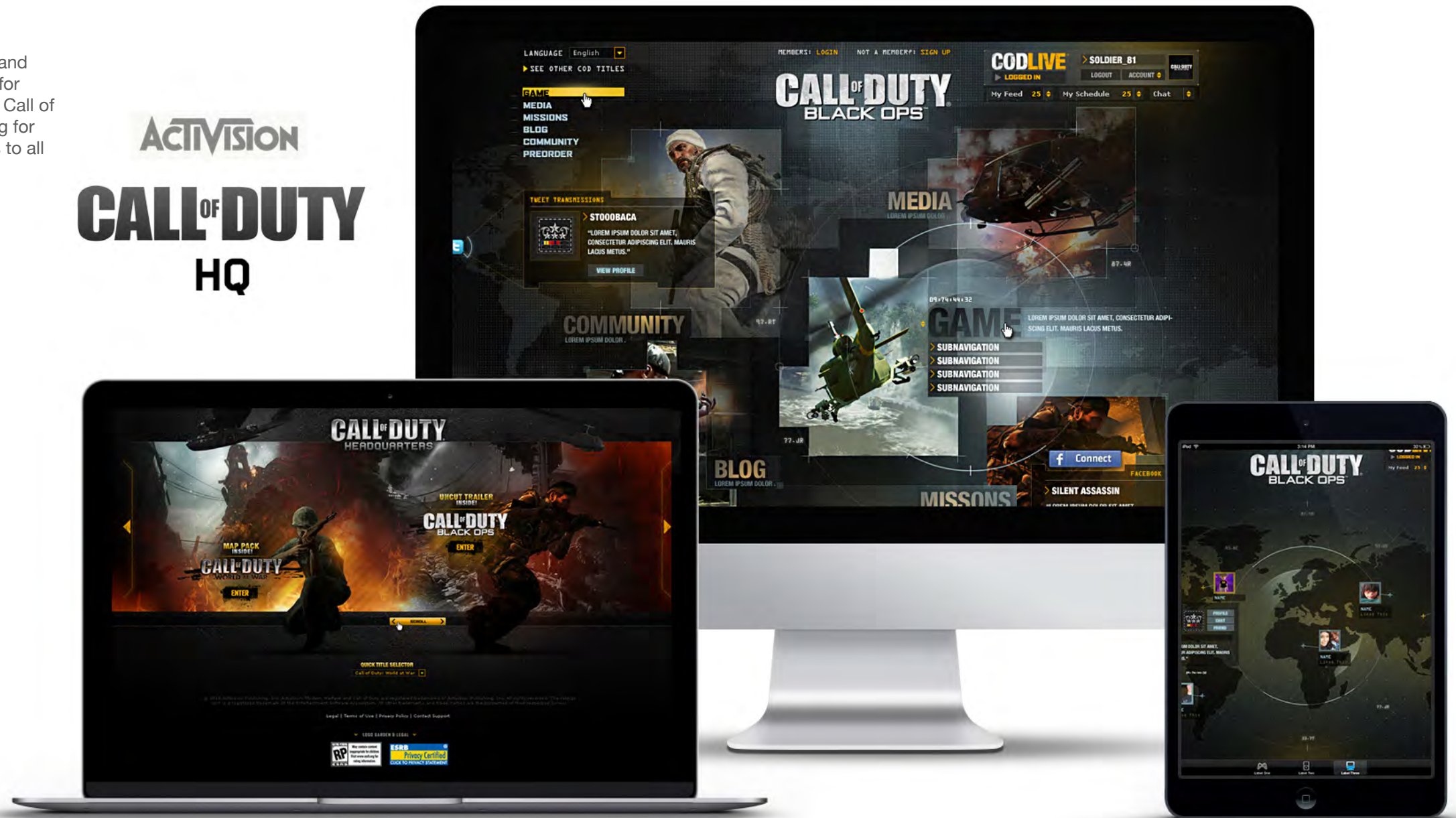
# CALL OF DUTY BLACK OPS HQ

Client: Activision

Role: Creative Direction, Design, Concept Design, Website Design

- Creative direction and interactive design for Activision's official Call of Duty HUB, allowing for centralized access to all COD game titles.

ACTIVISION  
**CALL OF DUTY**  
HQ





# EXORCIST THE BEGINNING - OFFICIAL FILM WESITE

Client: Warner Brothers

Role: Creative Direction, Design, Concept Design, Website Design, Animation, 3D, Interactive Design

- Creative direction and interactive design for Warner Brothers theatrical release of the film "Exorcist the Beginning".
- Design and narrative creation for online experience / gameplay.







# FARADAY FUTURE WEBSITE

Client: Faraday Future

Role: Creative Direction, Design, Concept Design, Website Design, Animation, 3D, Interactive Design

- Creative direction and interactive design for Faraday Future's online presence
- Interactive Strategy, 3D, concept design



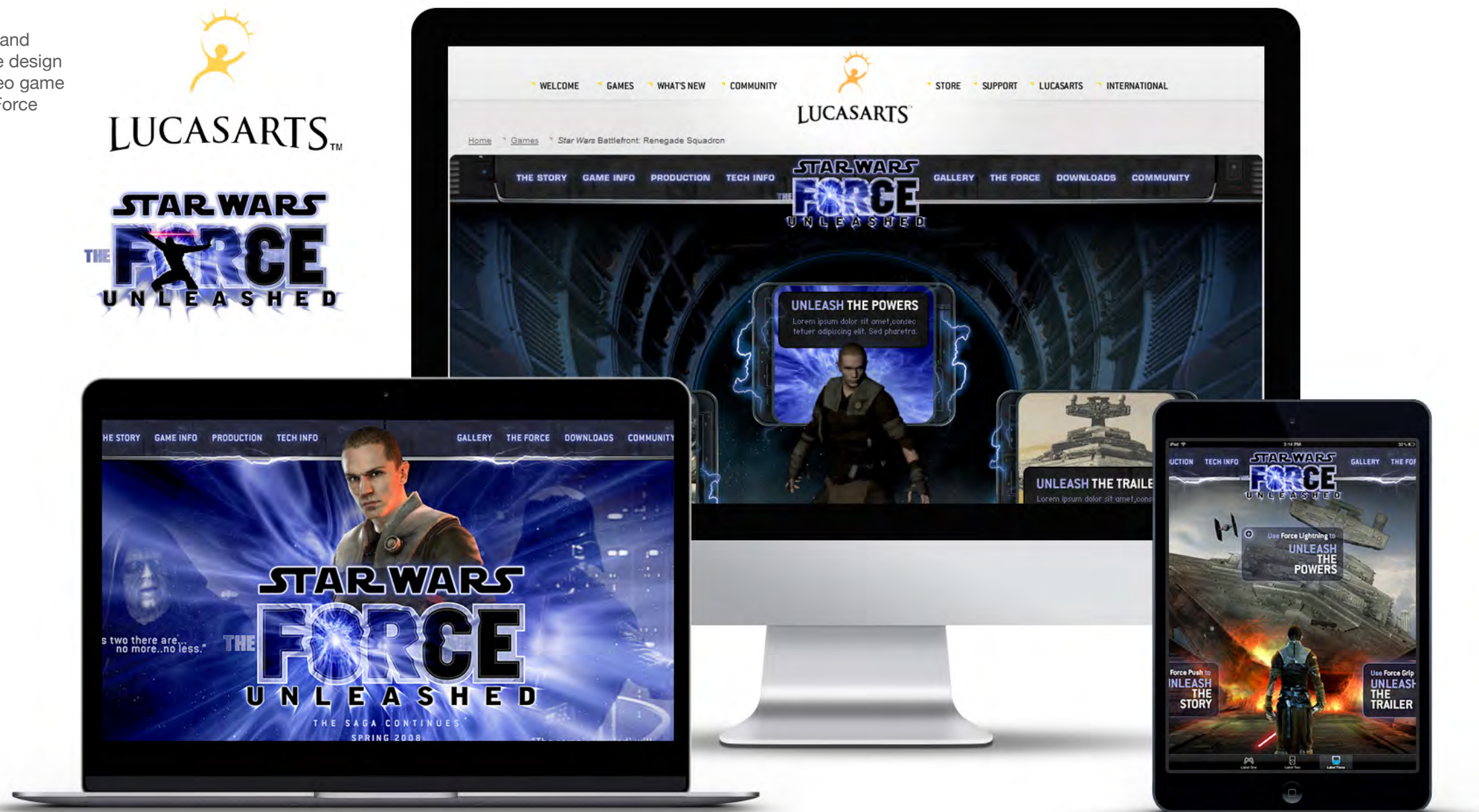


# STAR WARS - THE FORCE UNLEASHED: OFFICIAL GAME WEBSITE

Client: Lucas Arts

Role: Creative Direction, Design, Concept Design, Website Design, Animation, 3D, Interactive Design

- Creative direction and interactive website design for Lucas Arts video game "Star Wars - The Force Unleashed".







# FRACTURE - OFFICIAL VIDEO GAME WEBSITE

Client: Lucas Arts

Role: Creative Direction, Design, Concept Design, Website Design, Animation, 3D, Interactive Design

- Creative direction and interactive website design for Lucas Arts video game "Fracture".





# GOOGLE 'HELLO' SOCIAL NETWORK

Client: Google

Role: Creative Direction, Design, Concept Design, Website Design, Social Media Strategy, UI/UX

- Creative direction and design for Google's experimental social networking website portal architecture and branding.







# INVERSION - OFFICIAL VIDEO GAME WEBSITE

Client: Activision

Role: Creative Direction, Design, Concept Design, Website Design, Social Media Strategy, UI/UX

- Creative direction and interactive design for Activision's INVERSION video game title.





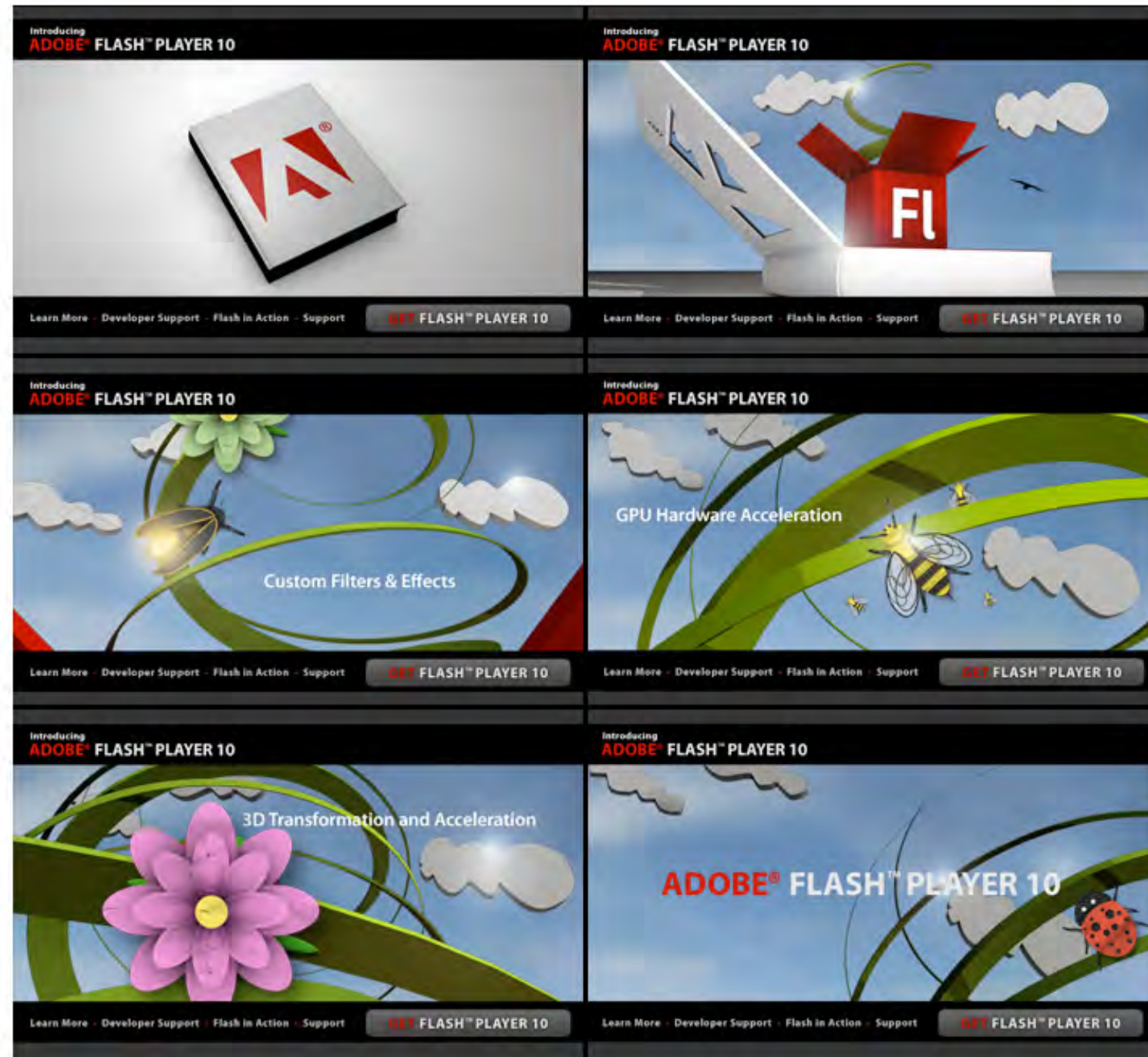


# ADOBE FLASH PLAYER 10

Client: ADOBE

Role: Creative Direction, Design, Concept Design, 3D, Animation, Motion Graphics

- Creative direction and design of Adobe's official animated announcement of the Flash 10 Player.
- 3D concept design, 3D animation, 2D animation







# ACTIVISION - JAMES BOND 2010: OFFICIAL VIDEO GAME WEBSITE

## Client: Activision

Role: Creative Direction, Design, Concept Design, Website Design, UI/UX

- Creative direction and interactive design for Activision's James Bond 2010 video game title.

ACTIVISION  
**007**





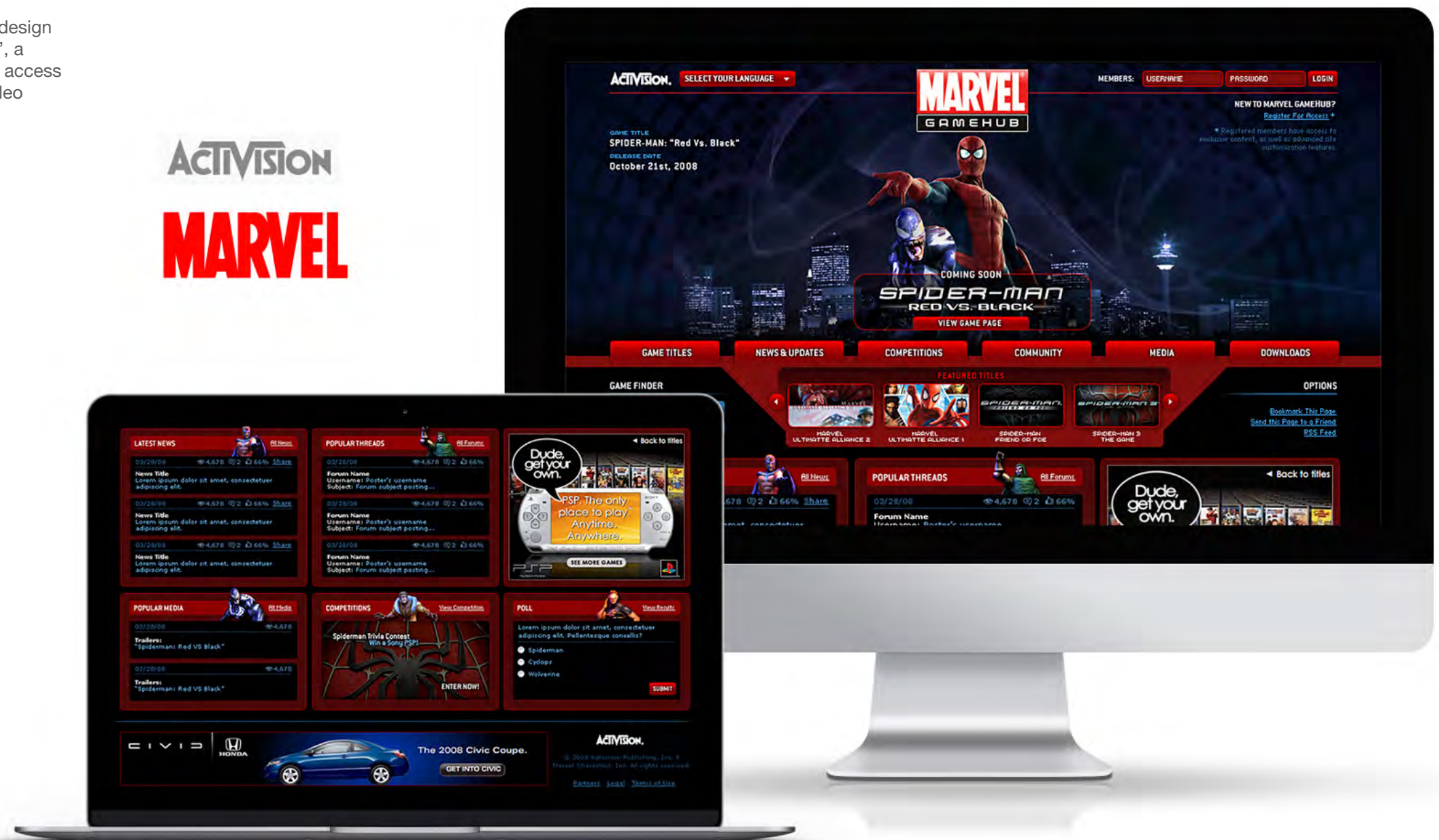


# ACTIVISION / MARVEL - GAME HUB

Client: Activision / Marvel

Role: Creative Direction, Design, Concept Design, Website Design, Social Media Strategy, UI/UX

- Creative direction and design for Marvel's 'Gamehub', a centralized location for access to all Marvel related video games.







# METROID - OFFICIAL VIDEO GAME WEBSITE & VIRAL CAMPAIGN

## Client: Nintendo

Role: Creative Direction, Design, Concept Design, Website Design, Social Media Strategy, UI/UX

- Creative direction and design for Nintendo's Metroid





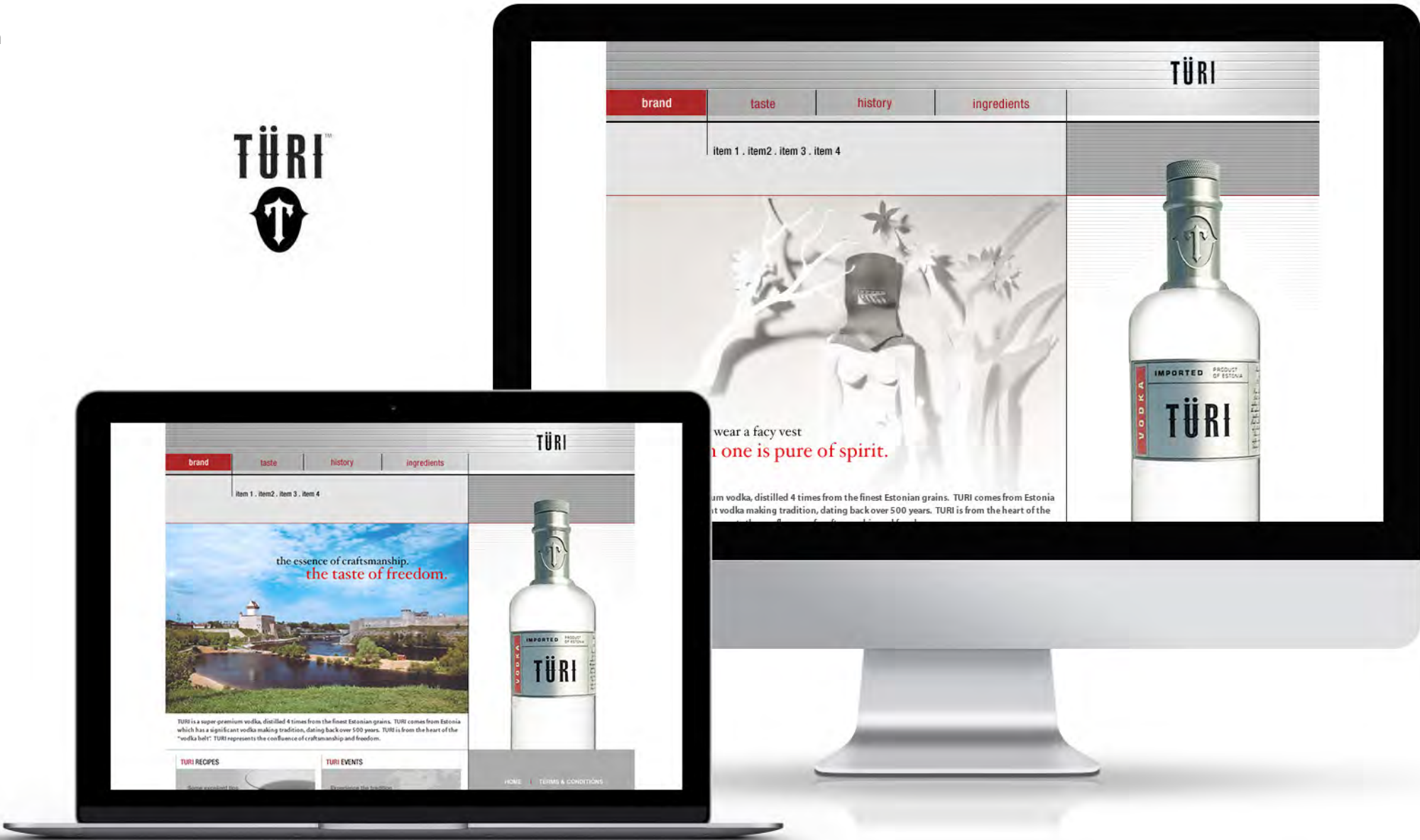
ERIC JORDAN: PROJECT HIGHLIGHTS

# TURI VODKA - OFFICIAL WEBSITE

Client: Turi Vodka

Role: Creative Direction, Design, Concept Design, Website Design

- Creative direction and design for TURI Vodka's Official Website





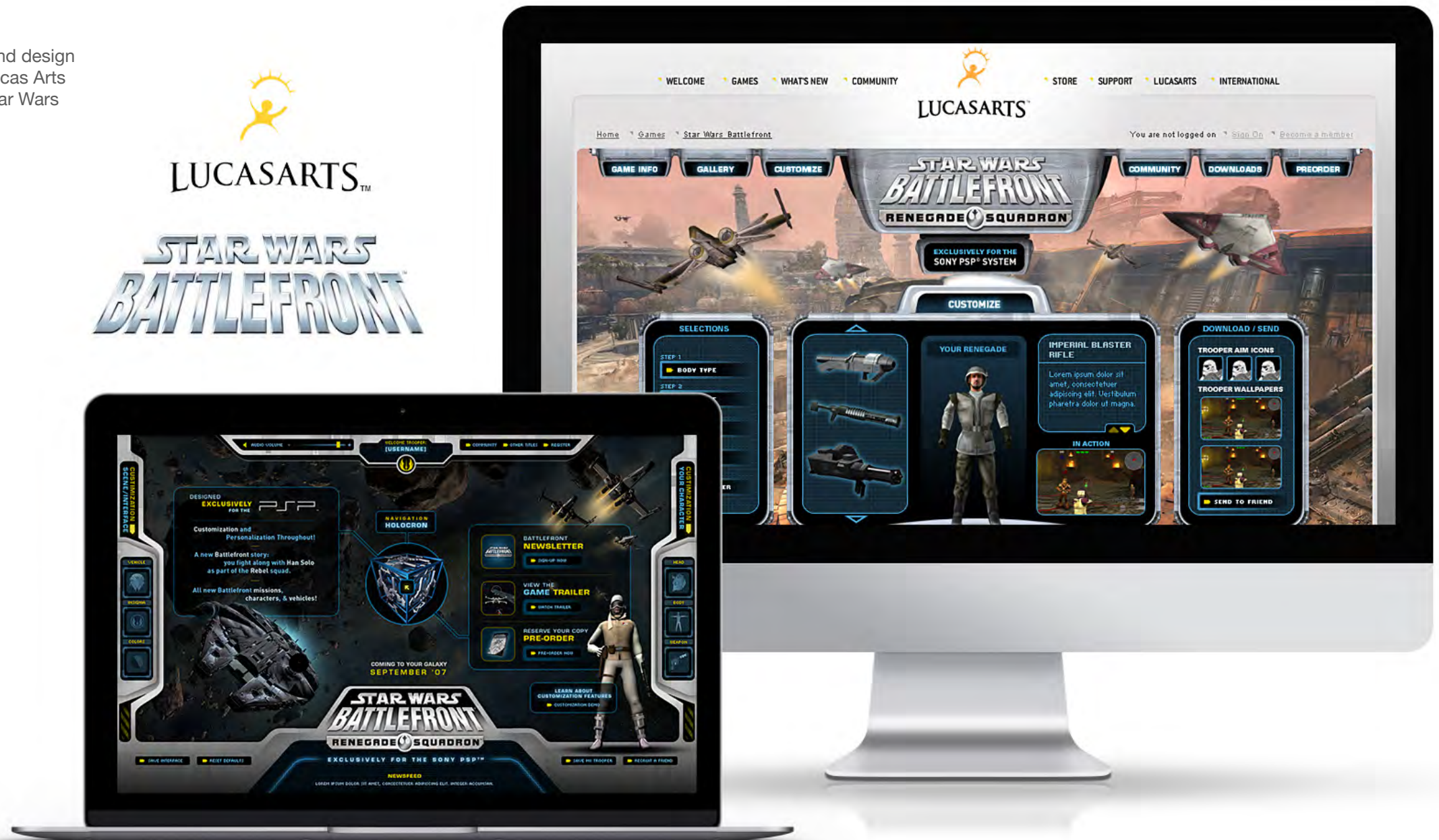


# STAR WARS - OFFICIAL VIDEO GAME WEBSITE

## Client: Lucas Arts

Role: Creative Direction, Design, Concept Design, Website Design, Animation

- Creative direction and design for the release of Lucas Arts video game title "Star Wars Battlefront"





# SPACE X - OFFICIAL WEBSITE

Client: Space X / Elon Musk

Role: Creative Direction, Design, Concept Design, Website Design, Animation

- Creative direction and design for the official website of Elon Musk's SPACE X

SPACEX







# DIESEL - SISTER YES SUNGLASSES: OFFICIAL WEBSITE

## Client: Diesel

Role: Creative Direction, Design, Concept Design, Website Design, Animation

- Creative direction and design for the official website of the Sister Yes sunglasses line by Diesel.





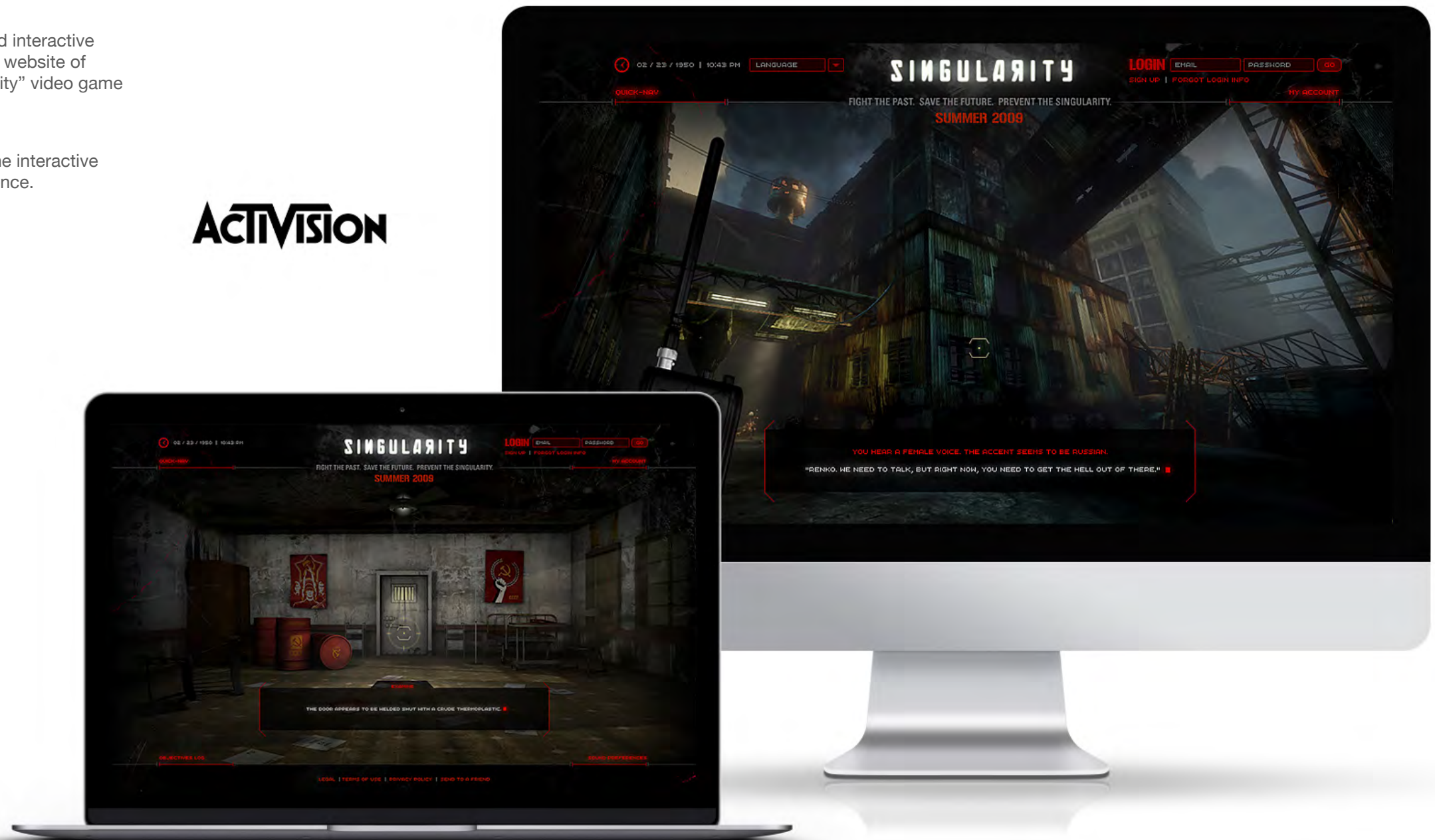
# SINGULARITY - OFFICIAL VIDEO GAME WEBSITE

## Client: Activision

Role: Creative Direction, Design, Concept Design, Website Design, Interactive Design, Animation

- Creative direction and interactive design for the official website of Activision's "Singularity" video game release.
- Development of online interactive narrative and experience.

ACTIVISION







# SAMUEL ADAMS - OFFICIAL WEBSITE

## Client: Samuel Adams

Role: Creative Direction, Design, Concept Design, Website Design, Interactive Design, 3D Modelling, Animation

- Creative direction and interactive design for the official website for Samuel Adams beer.
- Development of online interactive narrative and experience.





# RESIDENT EVIL: GAME HUB WEBSITE

## Client: Capcom

Role: Creative Direction, Design, Concept Design, Website Design

- Creative direction and design for Capcom's best-selling 'Resident Evil' video game title







# RAP COLLINS: INTERACTIVE WEBSITE

## Client: Rap Collins Advertising Agency

Role: Creative Direction, Design, Concept Design, Website Design, Interactive Design, 3D Modelling, Animation

- Creative direction and interactive design for Rap Collins ad agency





# MOTO MUSIC: WEBSITE & SMARTPHONE SCREENSAVER CREATOR

## Client: Motorola

Role: Creative Direction, Design, Concept Design, Website Design, Interactive Design, 3D Modelling, Animation

- Creative direction and interactive design for Motorola's MotoMusic campaign
- Design & UI/UX for Moto Music Phone Screensaver Mixer



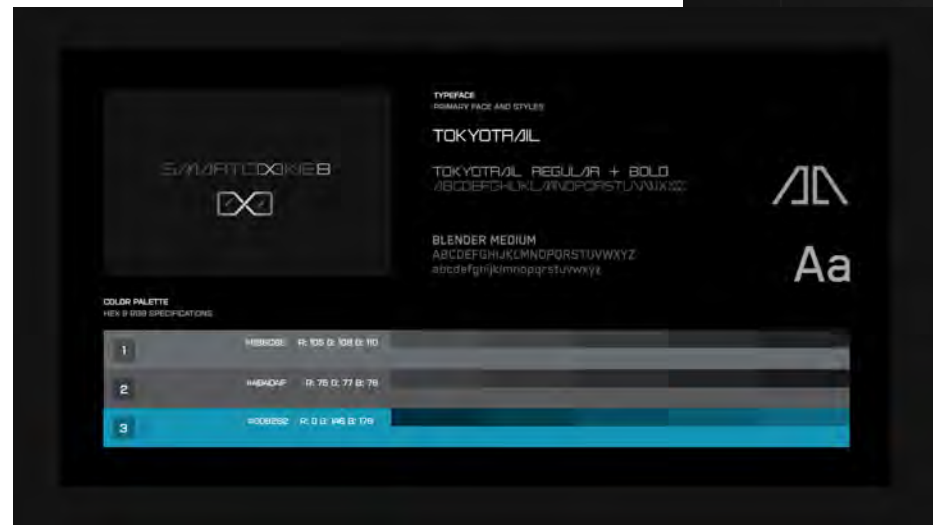


# Brand Study - SmartCookie8

SMARTCOOKIE8™

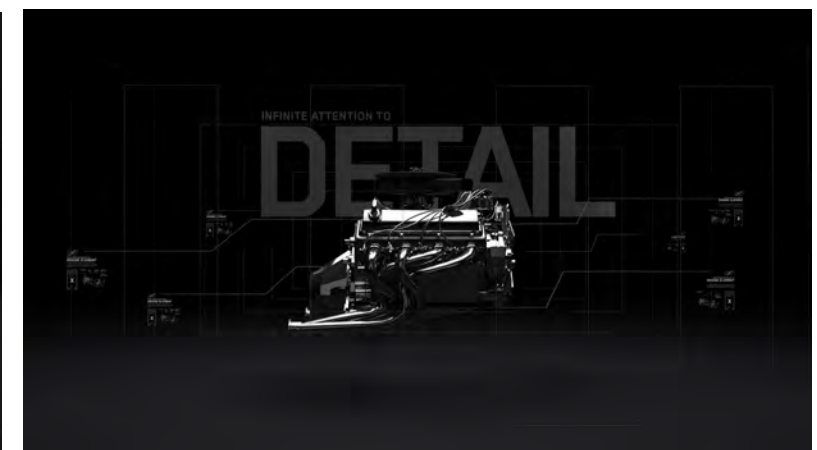


Creative Direction, Graphic Design, Brand Identity Design, Styleguides, 3D,  
Icon Design, Redbull Racing Car Branding, Website Design



SMARTCOOKIE8  
ICONOGRAPHY SYSTEM  
MASTER ICON SET

SMARTCOOKIE8 COLOR SYSTEM SPECIFICATIONS



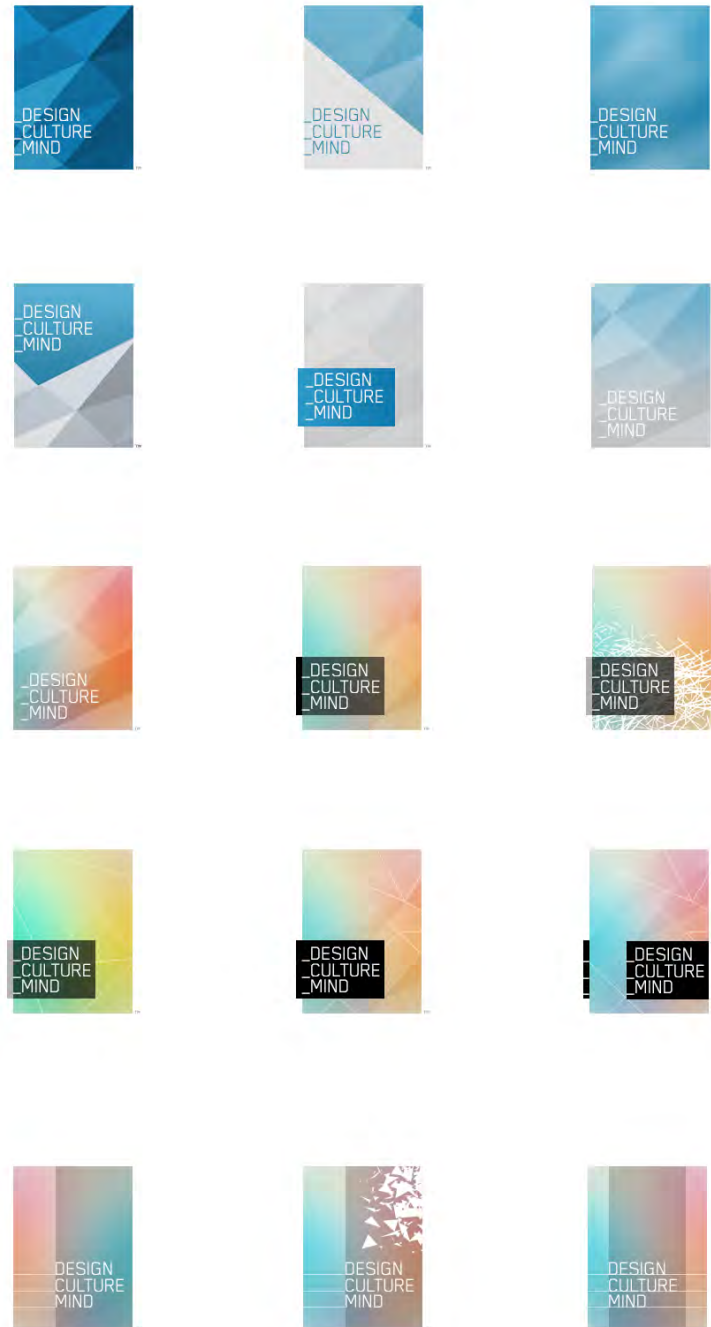
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CREATIVE CONSULTANT

# Brand Study - Design, Culture, Mind

Creative Direction, Graphic Design, Brand Identity Design, 3D Design,  
Collateral Design



DESIGN CULTURE MIND: BRAND/IDENTITY EXPLORATION  
ROUND 2: MARK EXPERIMENTS



DESIGN CULTURE MIND: BRAND/IDENTITY EXPLORATION  
ROUND 5: MARK REVISIONS

Primary Mark



Greyscale Mark



Color Schematic



Alternative Mark



Alternative Greyscale Mark



Primary Typeface

"Blender"  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Brand Imagery



Alternative Logotype



Primary Typeface

"Blender"  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

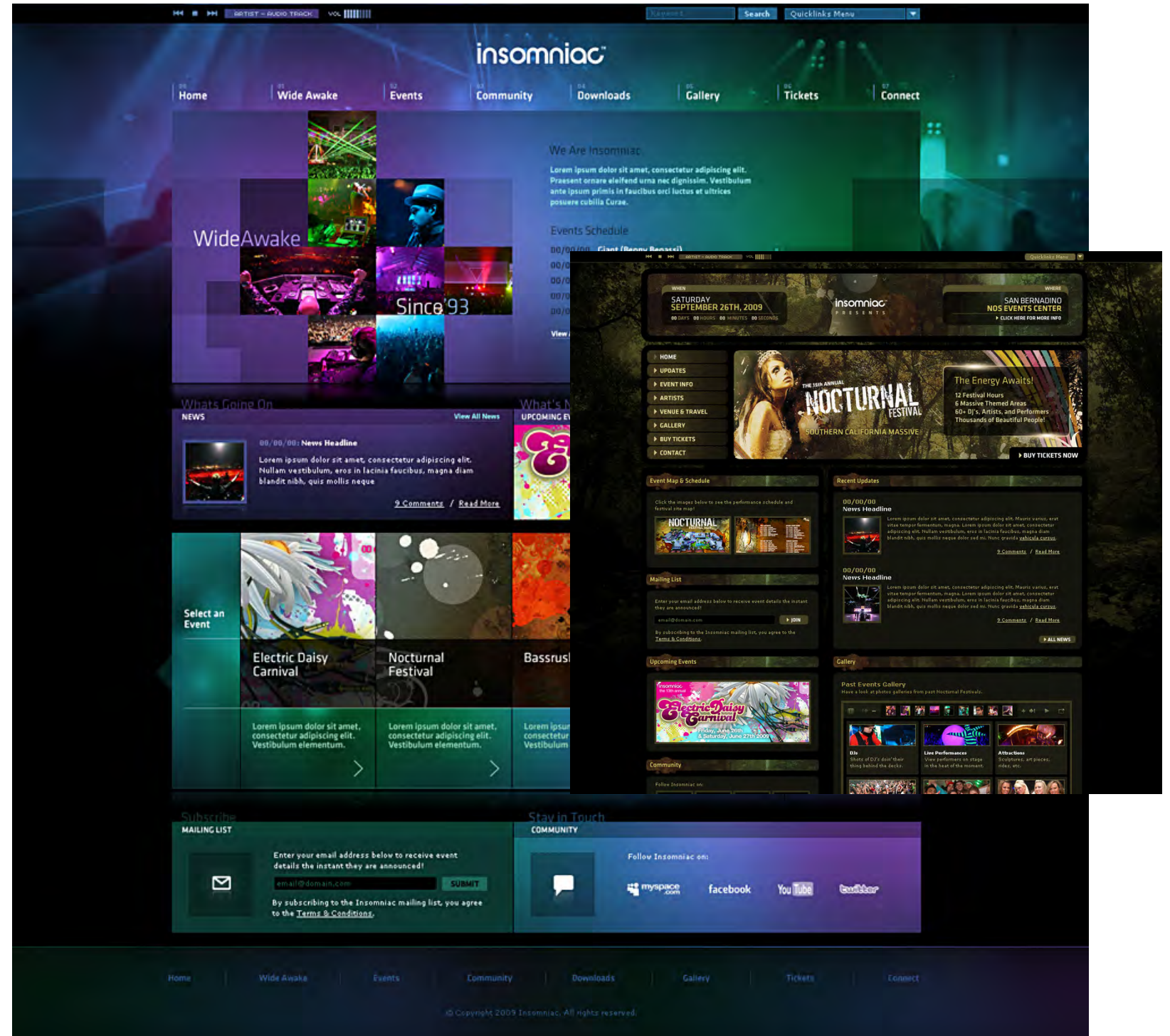


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CREATIVE CONSULTANT



# Brand Study - Insomniac

Creative Direction, Graphic Design, Brand Identity Design, UI/UX, 3D Design, User Experience Design, Website Design, Event Template Design





# Brand Study - KBMetro (KBHome)

Creative Direction, Graphic Design, Brand Identity Design, Styleguides

KB2 Branding Approach

**KB2**



KB Metro Branding Approach

**KBMetro**



KBX Branding Approach

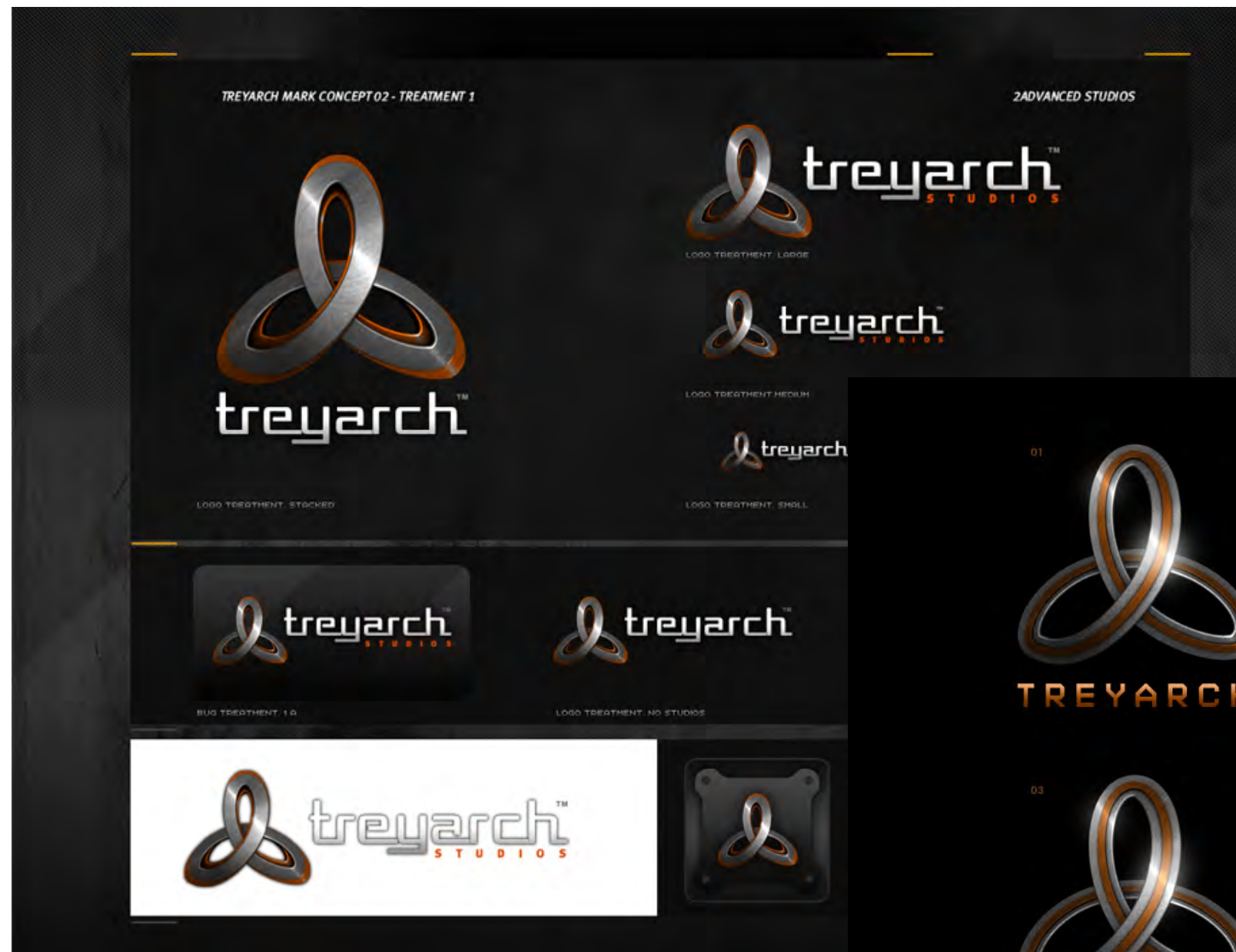
**KBX**



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## Brand Study - Treyarch Game Studio (Call of Duty)



Creative Direction, Graphic Design, Brand Identity  
Design, UI/UX, 3D Design

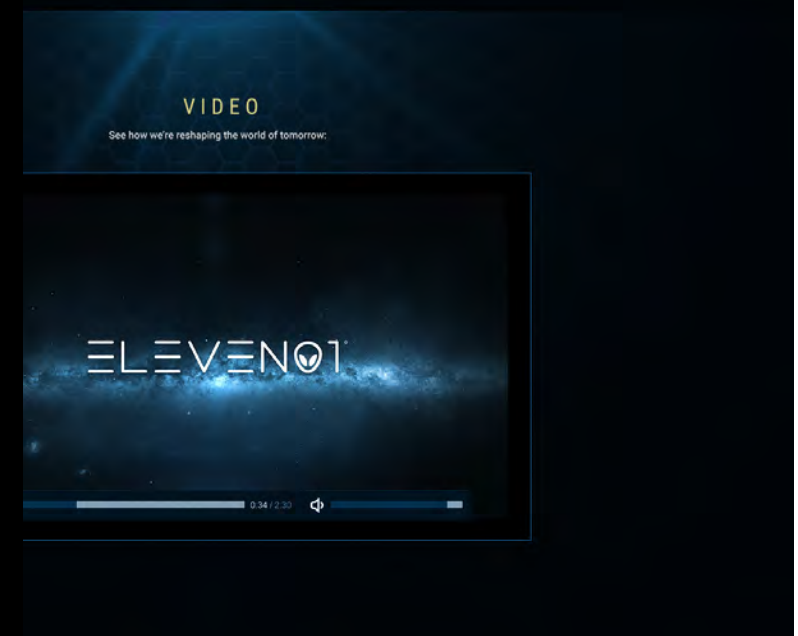


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CREATIVE CONSULTANT

# Brand Study - Eleven01 Blockchain Protocol

Creative Direction, Graphic Design, Brand Identity Design, Styleguides,  
Motion Graphics, Website Design

ELEVEN01<sup>®</sup>  
BLOCKCHAIN PROTOCOL



/ ERIC JORDAN  
CREATIVE CONSULTANT



# Brand Study - Google Hello Social Network

Creative Direction, Graphic Design, Brand Identity Design, Styleguides,  
UI/UX, User Experience Design, Website Design

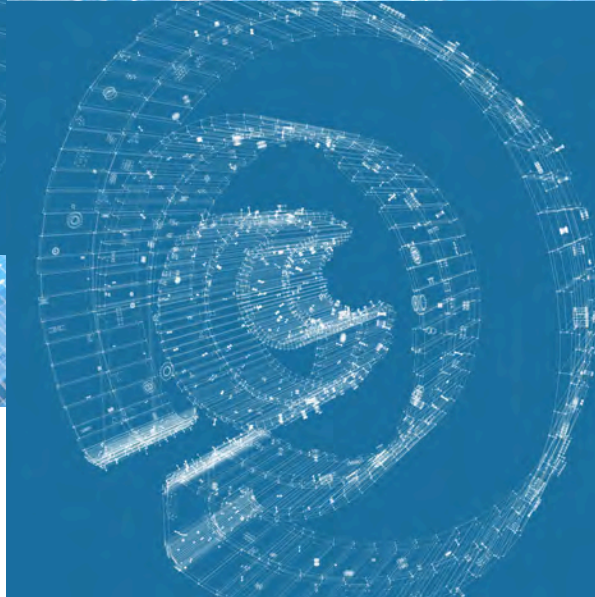
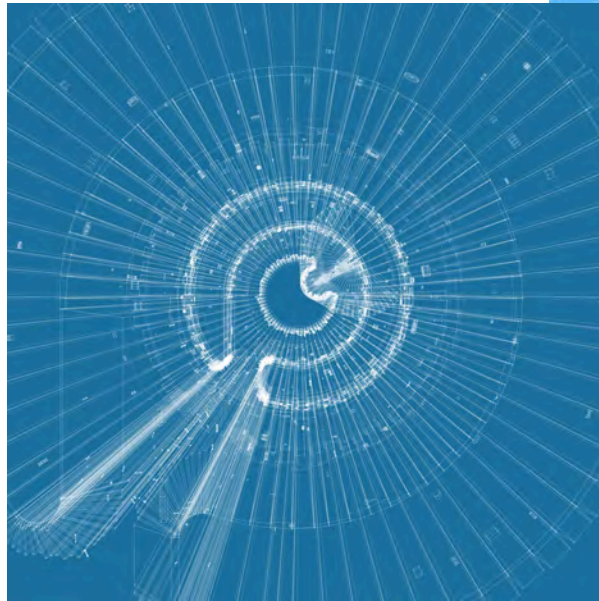


/ ERIC JORDAN  
CREATIVE CONSULTANT



# Brand Study - PATH Blockchain Protocol

Creative Direction, Graphic Design, Brand Identity Design, Styleguides, 3D,  
Icon Design, Motion Graphics, Website Design



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CREATIVE CONSULTANT





# 2ADVANCED STUDIOS: Versions v1, v2 Rebirth, v3 Expansions, v4 Prophecy & v5

## Client: 2Advanced Studios

Role: Creative Direction, Design, Concept Design, Website Design, Interactive Design, 3D Modelling, Matte Painting, Flash Animation

- Creative direction, design, animation, UI/UX, sound design, and interactive design for 2Advanced Studios flash website series from V1 - V5



## About Eric Jordan

ERIC JORDAN

Creative Direction, Graphic Design, Concept Design, Motion Graphics,  
UI/UX, 3D Design & Animation, Interactive, Sound Design, User  
Experience Design

**Eric Jordan** is an award-winning independent designer, motion graphics artist, and creative director working in multiple mediums, with an 18+ year background in interactive design, motion graphics, 3D design/animation, branding and audio production.

Recognized by .Net Magazine as one of the world's top 20 international designers, Eric has overseen the creative direction and execution of over 700 projects for some of the world's top brands and Fortune 500 companies. Eric has won multiple notable industry awards, including FWA's "Most Influential Flash Site of the Decade", and has been featured in numerous design-related books and magazines around the world.

Partial Client List:

**Adobe, Nintendo, Nissan, Activision, Warner Brothers, Motorola, Electronic Arts, Epson, Lucas Arts, Ford, Fox Entertainment, Fox Sports, AOL, Google, Lexus, Samuel Adams, Mattel, New Line Cinema, Oakley, Tesla Motors, Marvel, Diesel, Bacardi, Panasonic, T-Mobile, J. Walter Thompson, SpaceX, Boeing, and many other global brands.**

Areas of Focus:

Design, UI/UX, Interactive, Motion Graphics + Titling, Film, Direction, Production, CG, Branding, Typography, VR (Virtual Reality), Audio Production

Noted Book Publications:

Guidelines for Online Success, "Technology and Programming" chapter, Taschen  
New Master of Photoshop Volume 2, Friends of Ed Publishing  
Photoshop Secrets of the Pros: 20 Top Artists & Designers Face Off, Sybex Publishing  
New Masters of Flash, Friends of Ed Publishing  
Flash MX Magic , New Riders

Noted Magazine Publications:

Computer Arts Magazine, net Magazine (UK), Practical Webdesign Magazine, Web Creators Magazine (Japan), Step Inside Design Magazine, W.E.B. Magazine (Korea), New CG Magazine (China)



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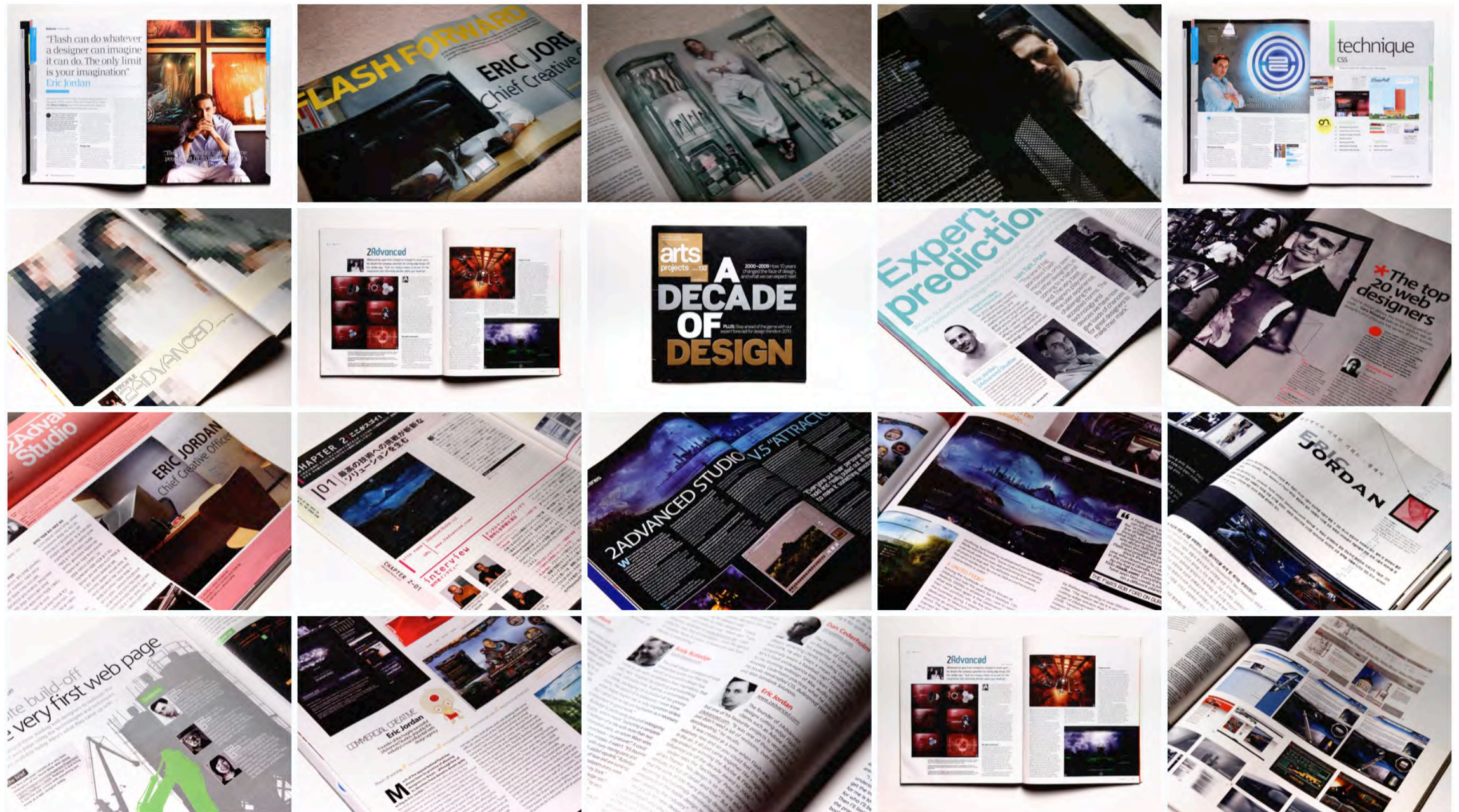


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## Select Magazine Press Features





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## Additional Studies & Work

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Additional work studies available on the web at:

[www.ericjordan.com](http://www.ericjordan.com)



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# Thank you for your time.

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## ERIC JORDAN

ADVANCED DESIGN. MOTION. SOUND.

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