



# Jason Fruchter

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Illustration Portfolio: [www.IllusbyJason.myportfolio.com](http://www.IllusbyJason.myportfolio.com)

Animation Portfolio: [www.AnimbyJason.myportfolio.com](http://www.AnimbyJason.myportfolio.com)

## Illustrator, Animator, Creative Designer

Children's Book Illustration | Game Asset Design | Character Design  
Character Animation | Motion Graphics | Layout Design | Cover Design  
Licensed Property Illustration | Caricature Illustration | UI Design

### Overview

Reliable, energetic, and resourceful illustration, animation, creative design professional with 32 years experience creating fun, vibrant entertainment and educational experiences for broadcast, on-line, mobile, and print. Thrive in a work environment that requires taking direction, working within deadlines, and making revisions to ensure the final product is of highest quality and a success in the marketplace.

Worked with high end production studios as a critical team member, production supervisor, and lead art director for broadcast animation, web animation, and game development.

Established long term relationships with top art directors and designers in the publishing industry. Collaborate with well known production studios such as *Nickelodeon*, *Disney Jr.*, and *Marvel* to become an official approved illustrator for their licensed properties.

### Skills

- **Adobe Creative Suite:**  
Illustration and Graphics - *Photoshop, Illustrator, InDesign*  
Animation, Motion Graphics, UI Design - *After Effects, Animate, Premiere, Adobe XD*
- **Traditional Hand Drawing:**  
Rough sketching and tight rendering in pencil, ink, and color
- **Caricature Drawing:**  
Digitally and hand drawn. Live drawing for parties and events
- **Document Drafting:**  
*Microsoft Word, Apple Pages, Adobe Acrobat*
- **Web Design:**  
*Dreamweaver, Wordpress, Adobe Portfolio*

## Work Experience

**A&J Studios** - *Seattle, WA; Portland, OR; Tokyo, Japan; New York, NY*

**Freelance Illustrator, Animator, Designer**

**March, 2001 - Present**

Work as a contracted freelance artist in the following creative design fields:

**Children's Book Illustration** - *Simon and Schuster, Penguin Random House, Scholastic, Harper Collins, Oxford University Press, Phoenix International Publications Inc., Readerlink Distribution Services, LLC, Crayola, American Greetings, Chronicle Books, Shutterstock*

- Tested and approved illustrator for the following licensed property owners:  
*Nickelodeon, Disney Jr., PBS Kids, The Fred Rogers Company, MGA Entertainment, Sanrio, Fisher Price, eOne Entertainment, Kideo, Inc., Moose Toys.*
- Create high quality illustrations based on licensed properties from popular TV shows, toy lines, iconic brands, website characters, YouTube personalities, and more.
- Illustrate art for book covers, book interiors, game boards, button icons, electronic games, novelty books, video packaging, posters, asset libraries, and more.
- Ensure characters, props, and environments are on model and conform to the property's brand identity by following licensor style guides very carefully.
- Serve the needs of art directors, designers, and editors throughout all stages of production from concept to final art.
- Provide professional level of revisions, touch-ups, and modifications to the artwork.

**Animation and Game Design** - *Nickelodeon Games, World Leaders Entertainment, Smashing Ideas, Cricket Moon Media, Discovery Bay Games, Ratio Interactive, Weatherhead Experience Design, Playper Toys, Committee for Children, Blue Giraffe*

- Animation, games, and interactive experiences created for:  
*Educational CD-ROMs, Desktop Computers, Mobile Phones, Tablets, Broadcast TV, Musical Theatre Stages, Webisodes, Animatics*
- Create high quality character animation, prop design, background design, special effects animation, and user interface designs across multiple platforms.
- Follow style guides, design sheets, and branded source assets to create animation, illustration, and graphics that are on model and on brand.
- Work closely with game developers to make sure all art assets conform to specific graphic formats, file size limitations, and performance restrictions.
- Meet with directors, producers, clients, and team members to brainstorm ideas and solve problems that will create a game which falls within the parameters of the platform while providing a compelling and entertaining experience for the end user.
- Experiment, innovate, and introduce new methods, ideas, techniques, and workflows that will enhance the quality and improve the overall production of the project.
- Implement best practices that are most effective in getting the job done.

**Visionary Media, LLC - New York, NY**

**Art Director**

**Feb, 2000 - March, 2001**

- Led a team of artists in the production of the web animated series *Whirlgirl*.
- Organized and supervised the entire production process from storyboards, layouts, Flash prep, animation, special effects, lip sync, and post production.
- Held daily meetings with all department heads to coordinate tasks, schedule deadlines, and make sure the production was meeting all technical and quality standards to ensure a successful episode released every single week for an entire year.

**4-Frontdesign - New York, NY**

**Director of Animation and New Media**

**June, 1997 - Feb, 2000**

- Responsible for creating and implementing the visual design and user interface for all interactive media and Internet based projects.
- Worked directly with clients to design and generate hi-end TV graphics using state of the art digital compositing consoles from *Quantel* (Paintbox and Hal).
- Designed graphics, logos, and other design elements for brochures and promotional material for print and digital output.
- Back-end web page engineering using HTML, JavaScript, and flash plug ins.

**Wanderlust Interactive - New York, NY**

**Production Assistant/ Animator**

**Feb, 1996 - June, 1997**

- Worked closely with the production supervisor to create animated characters for a series of interactive CD-ROM action adventure games featuring *The Pink Panther*.
- Pioneered the use of newly released vector based animation software that reduced production time while increasing the quality of final animation output.
- Shared these new techniques with all animators by providing tutorials and training material in the use of *Future Splash Animator* (the predecessor of *Flash*).

**MTV Animation & Magnet Pictures - New York, NY**

**Layout Artist/ Animator**

**March, 1994 - Feb, 1996**

- Key member of the layout team at *MTV Animation* for the series *The Head*. Designed scene compositions, created key-frame poses, and mapped out camera moves.
- Assisted the lead animators at *Magnet Pictures* to create traditional hand drawn animation for TV spots such as *Marvel* toys and *Nick at Night* TV show openings.
- Used expert Photoshop skills to assist and take over in-house digital design projects.

**4-Front Video Design - New York, NY**

**Animator and Digital Media Artist**

**Sept, 1992 - March, 1994**

- Designed and animated original characters for TV commercials and stadium scoreboards: *Madison Square Garden, Yankee Stadium, The Meadowlands Arena*.
- Created detailed texture maps for CGI surface mapping.
- Provided illustrations, graphics, logos, and whatever else was needed by the production team to make their projects shine, pleasing the clients who in turn kept bringing their business back to the company!

## Education

**Rhode Island School of Design - Providence, RI**  
**Bachelor of Arts**

- Major in Illustration and Animation

**Sept, 1988 - June, 1992**

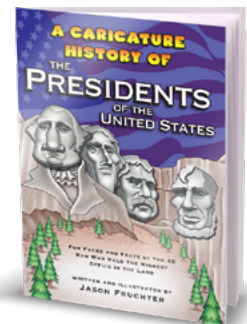
## Extracurricular & Volunteer Activities

### Amazon Kindle Direct Publishing

**May, 2017 - Feb, 2020**

Illustrated, designed, authored, and published a book titled *A Caricature History of The Presidents of the United States*  
Available at [amazon.com](https://www.amazon.com).

- Hand drew caricature portraits of all the presidents.
- Researched and wrote historical info and statistics.
- Created graphics with Photoshop and Illustrator.
- Designed book layouts with InDesign.



[visit promo website](#)

**Cartoonists Northwest - Seattle, WA**

**President - one year term**

**Jan, 2015 - Dec, 2015**

- a.k.a "CNW" - An association of professional and amateur cartoonists.
- Set the agenda for monthly meetings. Coordinated guest speakers.
- Hosted several live presentations demonstrating drawing and illustration techniques.
- Wrote a monthly President's Column for the CNW newsletter *Penstuff*.
- Maintained the group's website and social media presence.

**Ellington Condominiums Homeowners Association - Seattle, WA**

**Member of the Board of Directors**

**July, 2012 - Present**

- Attend monthly board meetings and take notes for the minutes.
- Transcribe meeting minutes in Apple Pages. Publish report for HOA archive.
- Consult with board members on issues such as operating budget, maintenance, renovation projects, remediation issues, insurance costs, and hiring vendors.
- Work with the property manager on issues concerning the community.
- Designed and maintain the condo's website at [www.ellingtoncondos.net](http://www.ellingtoncondos.net).
- Hold due diligence hearings for homeowners in violation of the rules and regulations.