

# James Morales

## Summary

I am an Industrial Designer, Photographer, fellow human being working to change the world one innovation at a time, committed to excellence and the fair treatment of all...

## Experience

### Founder & Creative Director

#### 2010-Currently . INCL979 . Los Angeles, CA

- Creative Firm
- Design- Automotive, Transportation, Product, Ergonomics, Interaction, Entertainment, Branding
- Photography- Commercial, Product, Fashion, Advertising, Documentary, Photojournalism, Portrait, Landscape, Conceptual, Events
- Web Development & Design
- Published photographic work:
  - [THE SOURCE](#) - Metro Los Angeles
  - [PORTFOLIO](#) - INCL979
- Published web work:
  - [Elevated Surfcraft](#)
  - [Murrieta Ranch](#)
  - [INC 1979](#)
  - [Tatyana Zozulya](#)

### June Mountain Terrain Park.

#### 2019-2020 . Mammoth Resorts . June Lake, CA

- Mountain Opening and Closing, Terrain Park features upkeep and testing.
- [June Mountain](#)

### Bear Mountain Terrain Park.

#### 2016-2017 . Mammoth Resorts . Big Bear, CA

- Mountain Opening and Closing, Terrain Park features upkeep and testing.
- [Bear Mountain](#)

### Professional Snowboard team member.

#### 2006-2009 . Aegix Performance Apparel . Los Angeles, CA

- Assisted in marketing and brand exposure recognition, while competing in various snowboard events.
- [Aegix](#)

### Lead Faultline Terrain Crew.

#### 2006-2007 . Mt. High . Wrightwood, CA

- Tested terrain features, while helping ski patrol monitor and patrol the mountain for safety
- Managed and deployed the crew for grooming and upkeep of terrain features

### Head of Snowboard Department.

#### 2005-2006 . Val Surf . Valley Village, CA

- Worked directly with Product representatives
- Extensive product knowledge, Burton, Ride, Never Summer, K2, Rome, Gnu, LibTech, Grenade, Sessions, Thirtytwo, Oakley
- Experience in the tuning shop, waxing snowboards and minor repair work

## Education

### 2011 . Art Center College of Design . Pasadena, CA

- Industrial Design . Transportation . Product
- Recipient of the Ford Motor Company Scholarship for Transportation Design

### 1999-2011 . Pasadena City College . Pasadena, CA

- Industrial Design . Transportation . Product . Photography
- Member of the Cross Country / Track & field / Swim and Water Polo teams
- Course study included extensive training in Product Design, Transportation Design, Figure Drawing, 2D/3D Design, Web Development and Design, Photography - traditional Silver & Digital
- Won first place in Campus Elements Category in College Seen Photography Contest 2011

### 2007-2008 . Academy of Art University . San Francisco, CA

- Industrial Design Major
- Course study included extensive classes in Design, Computer aided Design, Color theory, Business applications, Photography, Model making, Computer aided drafting, and traditional drafting techniques

### 1994-1998 . Glendale High School . Glendale, CA

- Completed my 4 year Spanish AP courses to have it waived in college
- Mentored by Disney Animation
- Disney Imagineering
- Captain of Cross Country and Track Teams
- Started the 1st ever Surf club, member of Art club, and ASB
- Made CIF State Finals for the Mile, and ran a 4:20ish minute mile.
- Recipient of the Glendale Art Association College Scholarship
- Graduated and received diploma

## Skill Sets

Fluent in English & Spanish Languages, type 69+ wpm

ANALOG MEDIA: Traditional Pencil Animation, Photography, Pencil, Pen, Pastel, Charcoal, Marker, Paint, Quick Sketch, Rendering, Form Development, Ideation, Analog Lab Photography Developing Process, Industrial Design Concept Process

DIGITAL MEDIA: Digital Animation, Adobe Design Suit - Photoshop, Illustrator, Fireworks, InDesign, Flash, Lightroom, DreamWeaver, Maya, Cinema 4D, AutoCAD, Sketchbook Pro, Microsoft Office Suit, HTML 5, CSS3, Wordpress, Web Development, Web Design, Social Media Managing, User Interaction Design

## Interests

I enjoy snowboarding, surfing, running, swimming, skateboarding, cycling.

## Web

- [incl979](#)
- [Tumblr](#)
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Resume.pdf](#)