



INTERACTIVE ALCHEMISTS



JAIME CRUZ

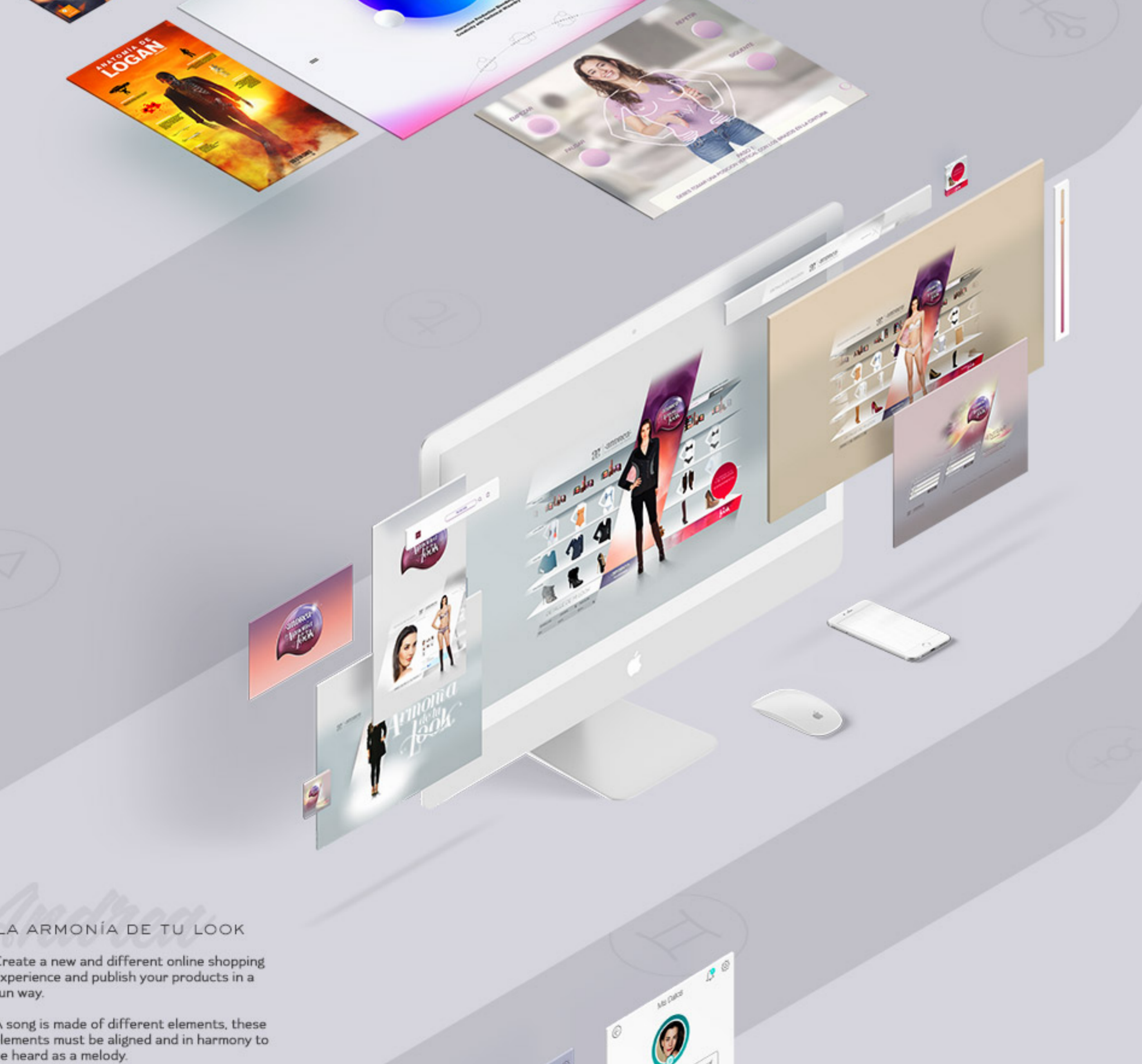
I am driven by interdisciplinary thinking that extends from art, design and technology; my work often focuses on human perception, exploring new forms of linear or nonlinear narratives, geometric order, synergy, interactivity, the experience of user, music, synchrony and emerging new forms.

CV - www.linkedin.com/in/jhoser
Book - www.cargocollective.com/Ghoser
Reel - tly/vv0m

MI TRABAJO

My trip within the creative agencies has given me the knowledge and confidence necessary to achieve the best objectives and provide the best results.

My work is a magical mix of creativity, art, technology, science and innovation.



LA ARMONIA DE TU LOOK

Create a new and different online shopping experience and publish your products in a fun way.

A song is made of different elements, these elements must be aligned and in harmony to be heard as a melody.



URBOX

Perform the branding and the UI / UX of the app, as well as: User research, information architecture, interaction design, usability, content strategy, and visual design.

Urbox is a business application for the event planner in a professional way. It provides a variety of planning tools.



INTELLIGENT MOBILITY GAME

The UI / UX was made as well as the usability proposal, user research and interaction design. This game shows Nissan's latest technologies in its vehicles, is made with PlayCanvas, is multiplatform and can be played from a mobile phone and website.



EL LUGAR QUE SIEMPRE SONASTE

In this graphic, I have the Art Direction in both looks & fill photography and image retouching.

Dreams are the signal of our deepest longings.

Paseo Lomas is the place where you can create a world tailored to your desires.

HYPER

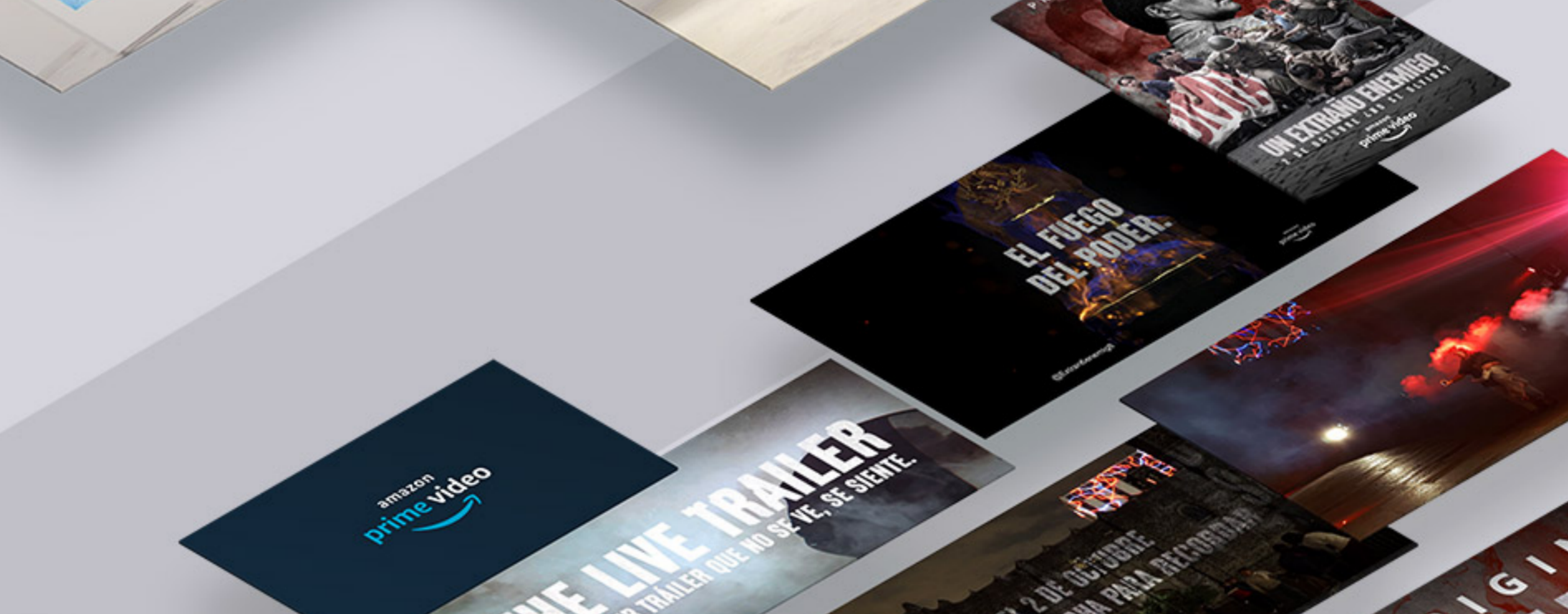
The idea was born from the need to create, without complex tools, product research, prototype design, creative concept, user research, interaction design and usability.

An intelligent pen for change the way you inspire to the world.



FUTURE SELF

Perform a benchmarking of digital businesses focused on new businesses in AI starting with research, as a result, we achieve visual design and branding, a futuristic concept, mixed with different, current, current in technology and art.



CRISTAL WALLS

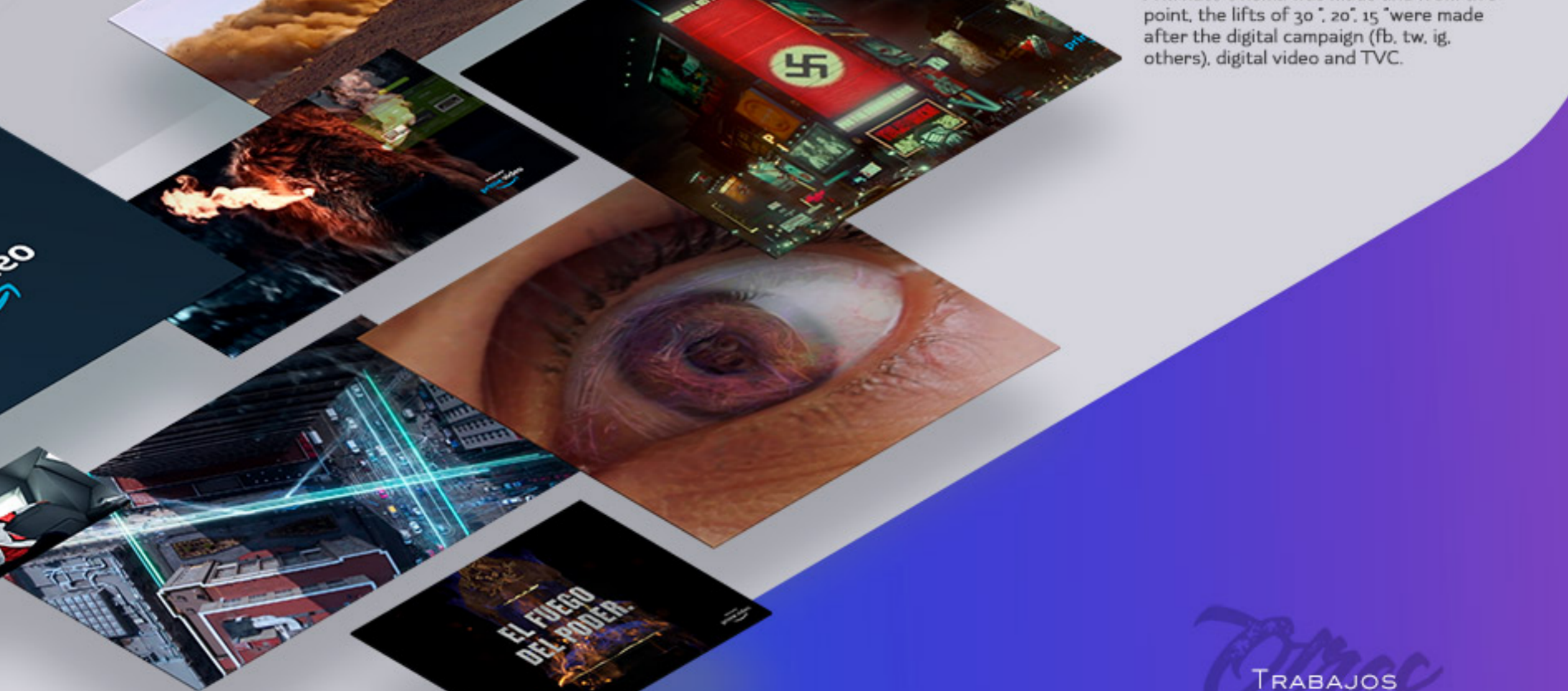
The creative concept, interaction design, content strategy, and visual installation design were created. A narrative and attractive experience to surprise and delight the visitors of the showroom with the history and narrative of the brand.

An interactive multichannel installation to capture and connect people to them through their opinions on Twitter.

INTERACTIVO CAMPO MARTE

An interactive experience with content strategy was developed that shows you the skills and achievements of the Mexican army.

Three pillars were each made with an interactive multiscree controlled by a touch screen with historical information. A 'dot screen' with sensor movement that narrated hard data about the Mexican army.



LIVE TRAILER

Immersive show based on the events of October 2, 1968. We created the multi-channel audio design (6 channels), the light design and the full production of the show, a TimeCode of the scenes was developed, programmed and synchronized with each one of the moments where actors, pyrotechnics, helicopter, drones, audio, lighting, and projection.

TIEMPO DE NUEVAS HISTORIAS

We carried out the launch campaign "It's time for new stories" in the research we found the need to create original content and not stories that have been recycled for decades.

A minute cinema was made and from this point, the lifts of '30', '20', '15', were made after the digital campaign (fb, tw, ig, others), digital video and TVC.



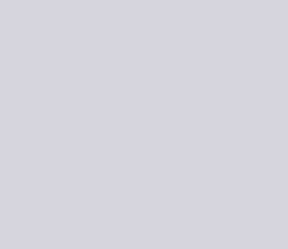
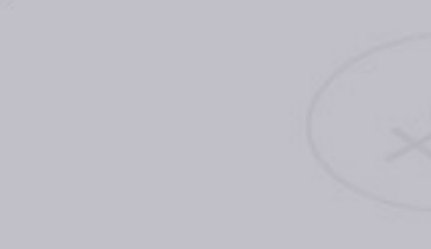
BIOGRAFIA

Jaime Cruz (Ghoser) is a multidisciplinary artist and designer born in Mexico City, studied at the University of the Valley of Mexico (UVVM). Multimedia Design, his work consists of creating immersive visual and audiovisual experiences that are expressed both in spaces physical as digital. Experiment with different media and technologies to create transmedia products such as projection mapping, reality augmented, VR interactive installations or experimental technologies. Driven by interdisciplinary thinking that extends to art, design, science, and technology. Ghoser's work often focuses on human perception, exploring new forms of linear or nonlinear narratives, geometric order, synergy, interactivity, user experience, and emerging forms.

The accumulated skills of his experience in the advertising industry (Leo Burnett, Ogilvy, Saatchi & Saatchi, Havas Worldwide, Random Interactive, Alucina Studio) are transferred to his professional and artistic practice. His work has been exhibited internationally at festivals such as Cannes Lion, Effies, WINA, IAB, Creative Circle, among others.

TRABAJOS

Cruz Roja - <https://vimeo.com/33889804>
Ambulante - <https://vimeo.com/22099608>
L'Eskey - <https://vimeo.com/39880660>
Hypen - <https://vimeo.com/39090468>
Prime Video - <https://vimeo.com/24222498>
Amazon - <https://vimeo.com/258846886>
Live Trailer - <https://vimeo.com/292846088>
Xcaret - <https://vimeo.com/305446008>



UNLOCK THE MAGIC

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