

JAY HEINZ

IMMERSIVE MEDIA AND EXPERIENTIAL PRODUCER

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Immersive media and experiential producer with 20 years of telling stories across multiple digital media platforms. Currently I direct a studio that produces award-winning fulldome films, VR/360, narrative and documentary video, exhibits, interactive games, sound design and graphics primarily for educational audiences.

EXPERIENCE

**Morehead
Planetarium &
Science Center**
2006 – present

DIRECTOR OF CREATIVE AND EXPERIENTIAL DESIGN

Directs creative department within Morehead that produces immersive, interactive and traditional digital media (VR/360, fulldome, video, games, design) as well as internal and traveling exhibits.

Supervises team of VFX artists, filmmakers, graphic and motion designers, exhibit designers and students and works with a variety of external contractors.

Leads Morehead's \$5+ million visitor experience renovation and expansion including master planning and exhibits.

Acted as PI, Co-PI or project manager on over five major federal grants (NASA, NIH, NSF) led by Morehead or in collaboration with other institutions with budgets ranging from \$300K to \$1+ million.

Led development of five 1000-3000 sf interactive exhibits based on cutting edge UNC science research.

Produced from inception to completion 10+ long-form fulldome planetarium films with budgets of \$50K to \$500K for Morehead and external clients. Films have been leased to hundreds of planetariums around the world, translated into multiple languages and been screened and won awards at film festivals in the US and abroad.

Collaborates with academic stakeholders across the UNC system and industry partners in NC and beyond to develop cutting-edge digital and physical projects.

Built studio group from ground up to create immersive media, traditional documentary and commercial video content and interactive content and exhibits.

Promoted from Digital Production Manager to Digital Productions and Exhibits Manager to current position

**UNC-Chapel Hill
School of Media &
Journalism**
2006 – 2012

ADJUNCT PROFESSOR, INSTRUCTOR AND PROJECT PRODUCER

Adjunct Professor, multiple multimedia storytelling courses focusing on documentary video and online content.

Lead Instructor of Multimedia Bootcamp for professional journalists and multimedia coach at Eddie Adams Photography Workshop.

Co-producer and coach for award-winning international multimedia documentary projects and coverage of the Special Olympics.

Washington Post
2006 – 2006

VIDEO PRODUCER

Brought on short-term to produce, shoot and edit documentary, instructional and promotional videos for the washingtonpost.com.

Freelance
2001 - 2005

MULTIMEDIA PRODUCER

Video editor and web designer for local and national commercial and marketing video projects.

Lucasfilm, Ltd.
1999-2001

WEB DESIGNER

Designed significant sections of Lucasfilm web sites such as starwars.com, at the time one of the most trafficked websites in the world.

EDUCATION

UNC-Chapel Hill
2005 – 2007

M.A., School of Media and Journalism

Boston College
1993 – 1997

B.A., Computer Science minor Film