

JAY HEINZ – Immersive Producer and Storyteller

jayheinz.com | (919) 259-3077 | jayheinz@gmail.com

MOREHEAD PLANETARIUM & SCIENCE CENTER

Chapel Hill, NC

Director of Creative & Experiential Design

2016 – Present

- Produced from inception to completion 10+ long-form award winning immersive fulldome planetarium films with budgets of \$50K to \$500K for Morehead and external clients.
- Directs creative department within Morehead that produces immersive, interactive and traditional digital media (VR/360, immersive fulldome, games, design) as well as interactive exhibits.
- Develop partnerships with industry producers and academic stakeholders across the UNC system to develop cutting-edge digital and physical projects.
- Leads \$6+ million visitor experience renovation and expansion including master planning and exhibits.

Digital Production and Exhibitions Manager

2012 – 2016

- Created internal exhibit team to design interactive and engaging science themed interactive exhibits based on cutting edge UNC science research.

Digital Production Manager

2006 – 2012

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

UNC-CHAPEL HILL SCHOOL OF MEDIA & JOURNALISM

Chapel Hill, NC

Adjunct professor, Instructor and Project Producer

2006 – Present

- Adjunct Professor, multiple multimedia storytelling courses focusing on documentary video.
- Co-producer and coach for award-winning international multimedia documentary projects and coverage of the Special Olympics.

WASHINGTON POST

Arlington, VA

Video Producer

2006

- Produced, shot and edited documentary, instructional and promotional videos.

FREELANCE

Boulder, CO

Multimedia Producer

2001-2005

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

LUCASFILM

Nicasio, CA

Web Designer

1999-2001

- Designed significant sections of Lucasfilm websites such as starwars.com.

EDUCATION

UNC-Chapel Hill

2005-2007

M.A., School of Media and Journalism

Chapel Hill, NC

Boston College

1993-1997

B.A., Computer Science, minor in Film

Chestnut Hill, MA

SKILLS & INTERESTS

- **Skills:** Storytelling; strategic planning; content development; media production; immersive media development; strategic partnerships; leadership
- **Interests:** travel; rock climbing; hiking; history; playing piano and bass