

JAY HEINZ

jayheinz@gmail.com
www.jayheinz.com
919.259.3077

Executive Producer/Director with 20 years of experience developing stories across multiple digital media platforms. Currently, I run a creative studio that produces award-winning fulldome films, 360 video, marketing and documentary video, AR/VR, exhibits and interactive games.

EXPERIENCE

**Morehead
Planetarium
& Science Center
at UNC-Chapel Hill**
2006-present

DIRECTOR OF CREATIVE AND EXPERIENTIAL DESIGN (2016-PRESENT)

- Direct creative department that produces immersive and digital media (fulldome, 360 video, documentary video, AR/VR, 3D animation, games, design) as well as interactive exhibits.
- Produced long-form award-winning immersive fulldome films internally and for external clients screened in over 180 theaters on four continents.
- Manage internal team and external contractors and develop stories from pre-production to completion.
- Develop partnerships with industry producers and academic stakeholders across the UNC system to develop cutting-edge interactive digital projects.
- Lead \$6+ million visitor experience renovation and expansion including master planning and interactive exhibits.

DIGITAL PRODUCTION AND EXHIBITIONS MANAGER (2012-2016)

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

DIGITAL PRODUCTION MANAGER (2006-2012)

- Built creative studio from ground up to create immersive media and documentary and commercial video content.

**UNC-Chapel Hill
School of Media &
Journalism**
2006-present

ADJUNCT PROFESSOR, INSTRUCTOR AND PROJECT PRODUCER

- Producer and coach for award-winning international multimedia documentary projects and multiple Special Olympics.
- Adjunct Professor/Instructor for multimedia storytelling courses focusing on documentary video and online interactive content.
- Lead Instructor of Multimedia Bootcamp for professional journalists and multimedia coach at Eddie Adams Photography Workshop.

Washington Post
2006

VIDEO PRODUCER

- Producer/videographer/editor for documentary and promotional videos.

Freelance
2001-2005

MULTIMEDIA PRODUCER

- Video editor and web designer for local and national marketing firms.

Lucasfilm, Ltd.
1999-2001

WEB DESIGNER

- Designer of significant sections of Lucasfilm web sites such as starwars.com.

EDUCATION

UNC-Chapel Hill

M. A., School of Media and Journalism (2005-2007)

Boston College

B.A., Computer Science; minor Film (1993-1997)