

JARED GUADALUPE AYALA

South Pasadena, CA | (510) 712-5067 | jaredayalamoon@gmail.com

Writer and producer with a passion for story development and research. Experienced in pitching, presentation design, and creative strategy, with five major pitches selected for development at ArtCenter. Recognized for real-time note-taking and diligent market, historical, and cultural research. Excited to contribute through innovation, critique, and pitch-building expertise.

EDUCATION

ArtCenter College of Design | Bachelor of Science in Entertainment Design - Animation

Minors in Business, Creative Writing, and Designmatters: Design for Social Innovation

Expected Graduation December 2025

- GPA: 3.46, Provost's List (Spring 2024)
 - **Relevant coursework:** Animation Capstone, Animated Shorts, Screenwriting, Narrative Strategies, Dynamic Story and Concept, Branding Strategies, Art of Research
-

PROJECTS & PRODUCTION EXPERIENCE

GULABI – Animation Capstone | ArtCenter | Pasadena, CA

January 2024 – Present

- Directing and co-producing an animated short film I wrote and pitched based on the Gulabi Gang in India.
- Conducted extensive internet research and 6 interviews to ensure cultural and historical authenticity.
- Developed detailed mood boards, reference footage, and story breakdowns for an ever-growing team of 30+ artists.

Not So Little – Animated Shorts | ArtCenter | Pasadena, CA

January 2023 – April 2024

- Wrote, pitched, directed, and produced an animated horror short based on Little Red Riding Hood.
- Supervised storyboards, animation, and visual development, ensuring a distinct and cohesive style.
- Recruited and led a team of 18 volunteer artists.

Invasive Diet: AQUAVORE | ArtCenter + Conservation International | Pasadena, CA January

2025 – Present

- Pitched a campaign promoting invasive species as food to Conservation International; Selected for further development.
 - Conducting ongoing market, nutritional, and ecological research to strengthen the diet's viability and branding.
 - Designing and presenting weekly slide decks on team progress and key findings.
-

SKILLS

- **Story Development:** Writing, Pitch Deck Creation, Presentation, Research, Critique, Script Coverage and Analysis
- **Organization:** Transcription, Note-Taking, Calendar and Task Management, Scheduling, Database Tracking
- **Software:** Microsoft Word, Excel, PowerPoint, Keynote, Photoshop, After Effects, Premiere Pro, Notion, Final Draft