

# Jared Wells

Writer | Experience Designer | Brand Storyteller

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[jdwestories.com](http://jdwestories.com)

## Education

### *Ball State University | 2018*

B.S. in Narrative Brand Promotions

Minor in Telecommunications

Graduate of Honors College

## Proficiencies

Design Narratives & Treatments

Scripting & Dialogue

Blue Sky & Concept Development

Worldbuilding

Historical & Cultural Research

Presentations & Pitching

Programs: *Adobe Creative Suite, Microsoft Office, Mac Software*

## Selected Clients

ICON Park

Jungle Island Miami

Evergrande FairyTale World

Florida Aquarium

Give Kids the World

## Writing & Design Experience

### *Senior Writer & Content Specialist - IDEAS - Orlando, FL*

*Jan. 2021 - Present*

- Leads conceptual story development of immersive experiences for themed entertainment, live event, government, and corporate clients.
- Serves as principal writer and vision-keeper of concept narratives, creative guides, character bibles, and scripts.
- Works to align original and existing IPs with business and creative goals.
- Collaborates with creative directors and project managers to adapt concepts to budget through schematic design and design development.

### *Show Writer & Experience Designer - IDEAS - Orlando, FL*

*Oct. 2018 - Jan. 2021*

- Wrote concept narratives and script treatments for branded experiences, themed attractions, live entertainment, and media productions.
- Drove development of backstory, character sets, and worldbuilding for themed entertainment projects.
- Created SEO and social media content for destination-based clients.
- Participated in early blue sky sessions with client leadership.
- Developed new story-driven social media service to offer clients.

### *Show Writer - Zeitgeist Design & Production - Altadena, CA*

*July 2019 - Dec. 2019 (Contract Hire)*

- Wrote ride concept narratives for multi-million dollar Asia-based theme park project.
- Adapted Asian folklore into modern, universally entertaining story arcs.
- Developed attraction character sets and advised art direction.
- Worked with project manager to create high-level show scene layout for ride & show facilities.

### *Script Writer - Inkitt GmbH - Berlin, Germany*

*Feb. 2019 - Aug. 2019 (Contract Hire)*

- Adapted multiple online fiction series into interactive, app-based reading experiences.
- Storyboarded and wrote multi-episode serials with an international writing team.
- Used research insights and analytics to tailor story content to audiences.