



Jared Cocken

Creative Director

Jared is a self-confessed design and technology geek. His friends tell him it's a problem.

In a career that crosses from advertising into post-production and film, he's gained extensive experience in bringing brands into the digital marketplace, particularly in the area of integrated, interactive digital video.

At The Wonderfactory, Jared is responsible for shaping and directing compelling experiences for the senior most clients. Internally, he works with the other directors to create an environment where performance and quality improvement, craft of design, and UI thrive. Jared is also teaching everyone how to perfect their cockney accents for the company's holiday rendition of Mary Poppins.

Before meeting Joe and David and his ensuing re-entry into civilized society, Jared worked as a gun for hire, providing creative and technical consultation to clients across the advertising, airline, automotive, luxury and consumer electronic goods markets. Some of his favorite partners have been: Accenture, Alexander McQueen, Anna Sui, AOL, Apple, BBC Technology, BBDO, British Airways, British Telecom, Christian Louboutin, CMS McKenna, Cosmopolitan Cosmetics, Centaur Communications, Diageo, Dunhill, EMAP, Ericsson, Escada, Ford, Full Circle, Harley-Davidson, Honda, Interbrew, Johnson & Johnson, L'Oreal, MTV, Nokia, O2, Orange, Procter & Gamble, Sony, Thomas Cook, Tiscali, Universal, Vodafone, World Rally Championship and Yahoo!

Prior to becoming a gun for hire, Jared was a founding partner of Williams Digital Media, an award-winning creative agency with a strong focus on creating technology solutions in-house. WDM was reputed to be the first company to offer a cross-platform, web-enabled, enhanced-CD-ROM, as well as creating PushTV, a package based file transfer application designed so partners could deliver large video files or presentations to clients, in a pre-broadband, 56K modem world. WDM opened offices in London, Dublin, Portugal and Sydney before becoming Push Media.

When Jared isn't wearing his tie, he dabbles in film-making and is a keen collector of contemporary art. His recent collaborations include work with Avignon, Brooklyn and Sundance award winner, David Kaplan (Year Of The Fish, 7 To The Palace), and the most recent addition to his art collection is My House II by Christopher Wool. He would also like it noted that he's still sad that RTÉ's 2001 TV show The Sound Room, including his appearance as a technology reporter, didn't get a second season.