

Hola!

My name is Jay. I'm a bit of a nerd, a graphic designer, a lover of donuts, and more importantly to you, a scuba instructor. As cheesy as it may sound, I love being in the water—and even more so, I love being able to share that passion with others. From watching a DSD student's face light up after they see their first angelfish on the reef to spending hours exploring underwater cave systems. From guiding a 4-tank tec dive down to a deep wreck in cold water with low viz or to spending hours in the pool & classroom with my IDC and DM candidates helping them grow.

Get in touch!

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Education

MPhil Community & Public Arts with Honours & Distinction, 2014

Central Saint Martins

London, England

MA Graphic Design with Honours & Distinction, 2011

London College of Communication

London, England

Languages

English (*Fluent, Native*)

Spanish (*Functional, but not fluent*)

References

Angel Navarro Moya, *Pro Dive Mexico*
Course Director / TMX Inst. Trainer

Paul Toomer, *R.A.I.D.*

Intl. Director of Diver Training

Jorge Martínez Terán, *IDC Revolution*
Course Director / Cave Instructor

Alex Griffin, *Hell Divers/ Diving Leisure*
Course Director/Tec TMX Inst.Trainer



Vitals

Age: 35 // Nationality: USA // Relationship: Married to the sea // Dives:3000+
Legal Stuff: Valid Mexican Work Visa [FM3/Residente Temporal, exp 2018]

Diving Qualifications

PADI IDC Staff Instructor #337709 **EFR/AED/C4C Instructor**

Specialties taught: Sidemount, Deep, Wreck, Nitrox, Cavern, Drift, Drysuit, Peak Performance Buoyancy, Search & Recovery, Equipment Specialist, Fish ID, Digital UW Photography, Tec Rec Gas Blender, and Em. O2 Provider

DSAT Tec Deep Instructor (Tec 40, 45, 50) **TDI Full Cave Diver**

ScubaPro Equipment Repair & Maintenance **DSAT Tec Trimix Diver**

Work Experience

Staff Instructor, Pro Dive / Go Pro Family; PDC, MX // 03/2016-Present
Full time IDC Staff Instructor for Platinum Course Directors Angel Navarro Moya & Jo Armitage. Roles included teaching & evaluating IDC segments, administering exams, managing Divemaster training, & Technical Diver training.

Instructor & Guide, Pro Dive Mexico; Cozumel, MX // 09/2014-03/2016
Roles included instructor, dive guide, cave/cenote guide, & 'Devils Throat' guide, at PDM's 5 Star Occidental Grand location. Consistently one of the top selling staff members, and the highest reviewed staff member on Tripadvisor.

Divemaster, Diving Leisure London; London, UK // 01/2013-08/2014
Worked alongside shop owners assisting with scheduling and sales, along with developing marketing materials (such as dive expo booth design, t-shirts, fliers, posters, etc.). Responsibilities included arranging rental gear for customers, planning & setting up dives, filling tanks, guiding certified divers, Tec safety support diver, and assisting on courses (everything from DSDs through Tec).

Creative Director, Rocket Farm; New York City & London // 2009-2014
Organized and managed a small, multi-cultural team of designers, developers and writers located on 3 continents working together in the creation, and production, of interactive/digital media and advertising campaigns for clients in the United States, South Pacific, and Europe. Additional roles included sales, marketing, customer service, and quality assurance.

Customer reviews available upon request. Additional information pertaining to my work experience & research projects can be found at www.jayclue.com

Additional Skills

Highly experienced in diving recreational, technical, and cave rigs; utilizing sidemount or backmount, as well as multiple deco/stage tank configurations.

Experience in sales (both online & offline), online marketing, social media marketing, and Search Engine Optimization & Marketing (SEO/M).

Graphic & website design + development; including HTML, CSS, PHP, etc.

Avid digital underwater photographer.

A knack for being highly adaptable, very efficient, organized & resourceful.

Valid US drivers license along with experience in auto repair & maintenance.