

PETER JACOBSON

motion graphics designer and digital artist

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COMPUTER

Ableton Live / **After Effects** / Cinema 4D / **Final Cut Pro** / CSS / HTML / Javascript / Processing / **Adobe Illustrator, InDesign, Photoshop**

EDUCATION

Pratt Institute, NY – MS (digital communications design)

Reed College, Portland, Oregon – BA (psychology)

EXPERIENCE

Freelance Motion Graphics Designer – Juice Pharma, NY (04/13)

- Design look and edit in-house video series on SXSW in Final Cut Pro and After Effects in conjunction with Juice marketing and design teams.

Design Intern – PSFK, NY (07/10)

- Assist design work for PSFK Future of Health trends report/200+ pg book including layout, corrections and design in Illustrator, Photoshop and InDesign.

Design Intern – Sustainable Life Media, SF, CA (01/09 – 06/09)

- Create web banners, graphics and animated gifs for the Sustainable Brands 09 conference in Monterey, CA.

Production Artist – Kaplan K12, NY (02/06 – 10/08)

- Design assessment tests and proofread and edit teacher prep materials.
- Extensively edit and create vector art pieces in Illustrator.

Retail Promotion Manager – Matador Records, NY (08/04 – 10/05)

- Redesign layout and edit monthly direct sales catalog.
- Design and coordinate national retail advertising, light boxes and billboards.

Graphics Manager – Mordam Records, Sacramento, CA (05/03 – 07/04)

- Produce, edit and layout monthly catalog for forty+ independent record labels.
- Generate multiple print deliverables on deadline; review art work for record covers and write press releases and one-sheets.

Owner and Music Buyer – Sound and Fury, NY (12/98 – 03/03)

- Design ads for instore events.
- Coordinate visual design/print production of small run magazines.
- Create original store concept, including logo design, store website, branding.
- Research bands/artists for booking series of over one hundred in-house promotional events over four years

ADDITIONAL

Internet Radio DJ – American Apparel/Viva Radio, NY (01/07 – present)

Freelance Music Review Writer – Vice Magazine, NY (01/04 – 09/06)