Tim Jacoby: **Multimedia Designer and Educator** | TIM JACOBY.COM | TIM@TIMJACOBY.COM | 773.301.9042

THINK | CREATE | INNOVATE

TECHNICAL SKILLS

Print

Adobe Illustrator CC
Adobe PhotoShop CC
Adobe InDesign CC
Adobe Acrobat XI Pro
Digital Photography

All aspects of design, typography, layout, and production, including image and file optimization for specified paper (gamma and color correction, sharpening, and repair and touch-up of images). Proofing and press-checks.

Interactive

Adobe Dreamweaver CC
Adobe Muse CC
Adobe Encore CC
Languages
      HTML
      CSS
      Javascript

HTML/CSS/Javascript development and delivery for Web, EPUB, and tablet app. Interactive PDF. User testing, including focus group testing. Desktop, tablet, and smart phone compatibility.

Video

Adobe After Effects CC
Adobe Premiere Pro CC
Adobe Speed Grader CC
Merlin Steadicam
DSLR Videography

Videography, editing, animation, and the design and programing of interactive DVDs. Color and gamma correction. Compression and optimization for delivery medium (Web, television, DVD, PAL, NTSC, Blu-ray) and resolution (standard, high-definition, ultra high definition).

Summary Statement

Mr. Jacoby has over ten years experience as a visual and interactive designer, including the creation of websites, DVD interfaces, EPUB, e-book, tablet apps, and print, as well as videography and video editing skills. He has produced work for prominent corporate clients and has designed extensively for the arts, including the Greater Columbus Arts Council, Frankfurt-based choreographer William Forsyth, and, while pursuing his MFA, three years in the award-winning Design Department of the Wexner Center for the Arts.

A teacher and mentor by nature, Mr. Jacoby managed a team of interactive designers and information architects and is currently teaching college-level courses in design. He seeks engagement with accomplished, curious collaborators in the areas of branding, education, e-commerce, storytelling, and entertainment, particularly with those seeking to expand on current concepts of design.

Employment

Department of Design, The Ohio State University | Columbus, Ohio
Lecturer | September 2009–Present

The Department of Design at Ohio State combines the majors of graphic, interior, and product design. The program includes a core of studio, lecture, and seminar classes emphasizing research, process, and the mastery of aesthetic and technical skills necessary to advance design in the 21st Century.

As a lecturer, Mr. Jacoby teaches courses for both Graduate and Undergraduate students of Design, including Design History, Information Visualization, Design Drawing, Typography, and Multimedia Design, as well as the year-long Sophomore Design studio series. He has also coordinated graduate students in the teaching of those minoring in Design.

The Wexner Center For The Arts | Columbus, Ohio
Graduate Associate | September 2005–August 2008

An international arts laboratory devoted to the advancement of contemporary art through residency programs, performing arts, exhibitions, and media arts, focusing on cutting-edge culture from around the world.

Employed as a visual communications designer in a variety of print and interactive projects to promote the center's activities, including: monthly Film/Video Series calendars | The Online Store | Installation graphics and signage | Gallery and product photography | HTML e-mail promotions | print advertisements.

Centrifusion/Dewpoint | Chicago, Illinois
Art Director | November 2000–May 2002

Full-service Web solutions including application development, content management, project management, and creative for global 2500 companies.

Managed team of three designers and information architect. Provided creative design, art direction, and information architecture for B2C, B2B, and intranet sites, including: Papermate's Wild About Writing | Papermate.com | Sharpie500.com | Target.com Pharmacy | Sanford Intranet | William Wrigley Jr. Company Intranet.

TEACHING DESIGN | THE OHIO STATE UNIVERSITY

Basic Design 1 | Design 251

Two-and-three dimensional problem solving through the development of iterative design processes.

Basic Design 2 | Design 252

The introduction of formal research in the process of two-and-three dimensional design.

Basic Typography | Design 258

Theory and practice of typography, including historical development, terminology, type classifications systems, and concepts of logical document structure.

Design History | Design 253

Understanding the various styles, movements, and philosophies of design from the Industrial Revolution to the present day.

Information Design | **Design 340, 673, 5505**

Theory and practice in the visual communication of complicated processes, systems, and data sets.

Materials and Processes | Design 254

Exploration of the technologies, processes, and materials used in the creation of publications, industrial objects, and built environments.

Multimedia Design | **Design 573**

Introduction to basic coding concepts using HTML, CSS and Javascript; understanding information architecture; and the visual design of Websites.

Photographics | Design 671

Experimental approaches to two-dimensional composition, emphasizing the use of tone, value, and contrast in the creation of graphic space.

LSY Interactive | **Columbus, Ohio**
Multi-Media Designer | **October 1999–October 2000**

Full-service advertising agency serving local, regional, national and international corporate clients, arts, and business organizations.

Graphic designer, Website and multimedia developer for: Columbus Arts.com | Virtual tours of historic downtown theaters | Columbus Convention and Visitors Bureau Website | WD Architects Website | International Paper Website | Animated Web advertisements for a variety of clients.

Nationwide Financial Services | **Columbus, Ohio**
Interactive Media Designer | **April 1998–October 1999**

A Fortune 500 company providing plan administration and financial products for needs including retirement, college funding, estate-building/preservation, and various business applications.

Part of a team charged with developing industry-leading interactive services, technologies, content, and products, including the following Websites: PEBSCO | Nationwide Mutual Funds | Nationwide Advisory Services | collaborated with content and design team on new branding strategy, promoting a consistent look-and-feel, navigation, and marketing message on all Nationwide Insurance and Financial Services Web sites.

Compuserve Interactive Services | **Columbus, Ohio**
Interactive Designer/Online Authoring Specialist/Website Administrator
February 1994–March 1998

Trend-setting, global, interactive online service for business and technical users.

Provided creative and technical support for CompuServe services, including the design of proprietary GUI interfaces, Websites, and multi-media events, including: David Bowie: Telling Lies on the Web | Comedy Central Joke-of-the-day | CompuServe's Holiday Gift Guide | CompuServe.com design and daily updates.

Education

Master of Fine Arts in Design
The Ohio State University, Columbus
December 2008
GPA: 3.79
Perfect score: Graduate Record Examination, Analytical Writing

Creation of educational video; sustainable design; interactive media tools; Flash programming; design research; brand design; architectural theory.

Bachelor of Architecture
The Ohio State University, Columbus
June 1992

2-and-3 dimensional design; architectural theory and criticism; history of architecture; structural and mechanical systems; computer-aided design.

References

"Tim was an exemplary graduate student during his time with us, and created a wonderful thesis project and document that pushes forward models for interdisciplinary practice with multimedia. As well, through his design work with the Wexner Center for the Arts, he's amassed an extremely sophisticated portfolio. I would highly recommend Tim to any design organization, and am confident that he would bring new and exciting capabilities to the table."

—PAUL NINI
Chair, Department of Industrial, Interior, and Visual Communication Design, The Ohio State University

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"I worked under Tim for a year at Centrifusion/ Dewpoint, where he managed a team of four designers as Art Director. Tim had a great handle on design & usability, and was a natural at art direction and management. I admired his inquiring and down-to-earth approach to, what was then, a fairly young and developing medium. I'm excited to see where his increased education and experience will take him. I'd love the opportunity to work with Tim again someday."

—PETER CARLEY
Graphic Designer and Design Consultant
Modem Media/Digitas, Greater NYC Area

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"Tim is a creative powerhouse. Not only can he make anything look great, he has a keen sense of what makes a brand strong and an eye towards usability without compromising aesthetics."

—BRIAN SAM-BODDEN
Author, *Beginning POJOs: Lightweight Java Web Development Using Plain Old Java Objects in Spring, Hibernate, and Tapestry* (2006), and *Enterprise Java Development on a Budget* (2004)

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