

## **JASON SEVERS**

417 Grand St. NYC10002 / 917.287.4619 / jason.severs@frogdesign.com

### **Professional Experience**

#### **frog design, NYC 2005-Present**

*Principal Designer*

I have been working at frog design for three and a half years. Since joining frog I have worked to bring design research and thinking forward in varied user and consumer experiences such as set-top box (hardware and interface), online banking, brand strategy, healthcare, organizational communications, education in the home, telepresence, and personal care. I have worked with clients such as American Express, Cox Communications, ETS, GE, Humana, HP, Neutrogena, Sandisk, and Vonage.

#### **Conde Nast Publications, NYC 2005**

*Flash Developer*

Before joining frog I was working for the Conde Nast property Modern Bride designing and developing interactive flash applications for the Modern Bride web presence

#### **New York University SCPS / Paul McGhee Division, NYC 2005-2006**

*Adjunct Professor, Advanced ActionScript for Flash*

The challenge in teaching courses in the continuing education department is that they have an inherent skill based dimension. In developing this course my goal was to break students out of this mode of thinking. I worked to add a rich collaborative studio (explore, prototype, and critique) atmosphere to this course using a real-world project-based approach to facilitate collaborative development as well as push individual expression.

#### **Bruce Mau Design & the Institute without Boundaries, Toronto, Canada 2004**

*IwB Team Member*

The Institute without Boundaries is an interdisciplinary design team collaborating with Bruce Mau on the project Massive Change: The Future of Global Design.

On the IwB team I worked as a designer and research leader for the web, marketing and exhibition outcomes for the Massive Change project. The core of this project is research that is separated into 11 different design economies. While with the IwB:

- I was in charge of the research, design, and development for the “military” economy for the traveling exhibition and the accompanying book published by Phaidon Press. The first venue for the Massive Change exhibition was at the Vancouver Art Gallery (followed by the Ago in Toronto and the Museum of Modern Art in Chicago). I was in charge of the exhibition design as well as executing the installation
- Served as the team leader for the design and implementation of the Massive Change website which houses all the content for the project including an on-line forum (has since been converted to support new blogging software, major design elements still persist)
- Worked on the marketing team for the project as a copywriter and lead designer for the marketing campaign that produced building banners, posters, invites, transit signs, retail cards, and a four-month ad campaign that ran in the major newspapers of Canada

### **New York University SCPS / Paul McGhee Division, NYC 2003**

*Adjunct Professor*

Developed and taught the *Fundamentals of Interactive Multimedia*. This course was structured around project based learning to enable students to develop an understanding of how digital tools are used in the professional workforce in team based situations.

### **Columbia Center for New Media Teaching and Learning, NYC 2002-2004**

*Designer & Web Engineer*

After finishing my role as a DR Fellow (below) I worked as a designer developing:

- Interactive Flash simulations and illustrations for Climate Change Models used in Earth and Environmental Engineering Seminars and as a web engineer for several university course sites
- 3D animations for the physics department that illustrated quantum interactions online course software for the University

*Design Research Fellow*

One of six research fellows working with CCNMTL to define and implement a Design Research methodology into the center's development and research process.

### **Selected Freelance Experience**

#### ***The Fabric of the Cosmos, Brian Greene & Random House, NYC 2002–2003***

*Designer and Illustrator*

Created 160 visual designs for renowned physicist Brian Greene to visualize the theoretical underpinnings for this new text on string theory.

#### **Project Go-Home, Location One, NYC 2001**

*Web Designer*

Designed artists project website that serves as the creative journal for the artists and portal for online discussions around issues such as art and globalization and national borders.

### **Lectures**

- 2008 – Arizona State University Design Research Conference, Speaker and Workshop Leader, <http://design.asu.edu/events/fromheretothere.shtm>
- 2007 – IIT Institute of Design, Design Research Conference, Speaker and Workshop Leader <http://trex.id.iit.edu/events/drc/2007/speakerbio/jasonsevers.html>
- 2006-08 – NYU Stern, guest lecturer for MBA course on Innovation and Design with Prof. Luke Williams
- 2004 – George Brown College, Toronto, guest lecturer for New Media seminar
- 2002 – Parsons School of Design, guest lecturer for Studio Art Seminar with Prof. Anne Gaines

## **Related Professional Experience**

### **Deltak edu, Inc. Chicago, IL 2004**

*Designer*

Designed course catalogues for Webster College.

### **Radia Communications, Sunnyvale, CA 2001**

*Designer*

Designed company site and interactive educational materials on superconductor design.

### **Dia: Chelsea, NYC 2000**

*Consultant, Designer, and Flash teacher*

Website development and design for the Education Department at the Dia Art Foundation. Served as the flash teacher for the New Media Collaborative with Dia and Eyebeam.

### **Richard York Gallery, NYC 1995-2000**

*Registrar & Technology Manager*

Responsible for administrative needs at the gallery, such as invoicing, billing, maintaining gallery inventory, and services to clients, as well as maintaining the office network. Before moving to the design field I was painting and exhibiting in NYC (which I still do). During this time I worked consistently in various aspects of the art world to support that work.

## **Education**

**M.A. Instructional Design & Technology, Columbia University, NYC, 2003**

**B.F.A. Painting & Sculpture, Memphis College of Art, Memphis TN 1995**

*References Available Upon Request*