

JASON SEVERS 417 Grand St. NYC10002 / 917.287.4619 / jason@frogdesign.com

Professional Experience

frog design, NYC 2005-Present

Design Analyst

Lead product research, strategy, information architecture development, and interaction design to create products that bring a smile to the lips and a flutter to the heart; regardless of whether it's a corporate Website, software application, or consumer electronics device. Design Analysts are able to discover, understand, and communicate the business requirements of our clients, the emotional desires of their customers, and the context in which these two come together.

New York University SCPS / Paul McGhee Division, NYC 2006

Adjunct Professor

Advanced ActionScripting for Flash

New York University SCPS / Paul McGhee Division, NYC 2005

Adjunct Professor

Advanced ActionScripting for Flash

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

lwB 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 lwB 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 design economies. While with the lwB:

- I was in charge of the research, design, and development for the military economy. I worked directly on the military economy for the internationally traveling exhibition and the accompanying book published by Phaidon Press. The first venue for the Massive Change exhibition was at the Vancouver Art Gallery, where I was in charge of the exhibition design and 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
- 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. This was the first stage in my experience that design moved from the aesthetic to the study of the design process.

Selected Freelance Design Experience

Yogagurl, Toronto, Canada 2004

Web Designer

Developed an e-commerce website for a Canadian clothing company specializing in yoga lifestyle.

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

Designer

Created 160 visual designs for renowned physicist Brian Greene to help him visualize the theoretical underpinnings of this new field of string theory in physics.

Selectone Records, Nashville, TN 2002-2003

Graphic & Web Designer, Web Master

Designed record label logo, website, and CD's packaging.

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.

Related Professional Experience

Deltak edu, Inc., Chicago, IL 2004

Designer

Designed course catalogue for the spring 2005 semester 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.

Lectures

2004 George Brown College, Toronto, guest lecturer for New Media seminar
2002 Parsons School of Design, guest lecturer for Studio Art Seminar
2001 New York University, guest lecturer for New Media students course

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