

Jason Severs

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In 2002 Jason earned an M.A. from Columbia University in Instructional Design and Technology. He also has a B.F.A from Memphis College of Art in painting and sculpture. After working several years a freelance designer and teacher he returned to university to study design, research, and education in new media. Upon receiving his M.A. he began working as a designer and research fellow at Columbia University's Center for New Media Teaching and Learning that specializes in the research and development of learning technologies for academic and commercial interests.

Since joining frog Jason has worked on several projects for GE, such as developing a design system that allowed GE Money to roll out sites globally for all of its markets. One of his primary roles was user research in key markets like Japan, Germany and the UK to ensure an effective user experience. Along side his work on the GE account he's also collaborated and lead design research activity for Cox Communications, ETS, and Neutrogena.

Some previous experience includes working as a Flash developer for Conde Nast Publishing, design and visualization for the book *The Fabric of the Cosmos* by Brian Greene and designer and collaborator with Bruce Mau on a major communications project and exhibition funded by American Express called *Massive Change: The Future of Global Design*.

Jason is also an adjunct professor at New York University teaching digital design and still producing art works in video and interactive media that exhibit around NYC.