



# Jeremy Peterson

visual / interactive / product  
design & art direction

## EDUCATION

### Parsons the New School for Design

MFA Design & Technology

New York, NY 2011-2013

**areas of study:** interactive prototyping, cybernetics, audio visual systems, interaction design

**thesis:** music visualization performance system - design of wireless hardware controller & visualization software

### University of Colorado - Denver

BFA Multimedia Studies

Denver, CO 2002-2006

**areas of study:** graphic design, experimental video, design & media theory

## PROFESSIONAL EXPERIENCE

updated 11/2019

### Senior UX / UI / Graphic Designer

Saritasa

New York, NY 2/2018-Present

[info online @ saritasa.com](mailto:info online @ saritasa.com)

- Lead the New York design team. Provide design leadership & support across the company including mentoring junior designers.
- Design of software products from ideas, to prototypes, to visual design. AR/VR, IoT, Custom Desktop, Web & Mobile Apps.
- Work directly with clients, technical/product managers, developers & designers to strategically achieve product & project goals.

### Lead UX / UI / Visual Designer

AiCure

New York, NY 2014-2017

[info online @ aicure.com](mailto:info online @ aicure.com)

- Research, concepts, prototypes & visual design for AiCure's entire digital platform.
- Design & iteration of a smartphone/tablet app for patients & suite of 3 web-based dashboards for healthcare staff.
- Translating complex medication regimens and clinical trial protocols into functional designs for both the patient and business goals.
- Scaling the platform from startup to global deployment while working in an AGILE environment.
- Graphic design for the AiCure brand, exhibition design, & art direction.

### Freelance Interactive / Visual Designer

Clients include:

- HarperCollins, Publishers: website design for Common Core collection
- Dr. Ashish Ashujua: design and illustration of infographics / visual systems
- Mattel: mobile website re-design of Barbie.com - contract work with team at HipCricket
- Johnson & Johnson: mobile website re-design of Tylenol.com - contract work with team at HipCricket

Brooklyn, NY 2011-2014

### Art Director / Designer

MATTER

Denver, CO 2006-2011

[info online @ matterstudio.com](mailto:info online @ matterstudio.com)

- Conceptual and visual design of branding and identity projects from client brief to finished designs.
- Art direction working with clients, the creative director, and design team to meet print, web, motion, and messaging design needs.
- Product & graphic design for the MATTERIAL product line including prototyping, production, packaging, identity/branding & website.

### Graphic Design & Branding

FM Magazine

Denver, CO 2006-2007

- Graphic design & illustration for print publication. Motion design & production for live art performances.

## TOOLS / SKILLS

++++ Adobe Illustrator

++++ Invision

++++ Sketch

++ Arduino

++ Max/MSP

++++ Adobe Photoshop

++ Adobe AE

++ HTML & CSS

++ Processing

++ 3D Fabrication

++++ Adobe Indesign

++ Adobe XD

++ Logic

++ openFrameworks

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## EXHIBITIONS & PERFORMANCES OF WORK

### Solo

UCLA CNSI Art/Sci Center Los Angeles, CA 1/2012  
*"Amorphous Morphologies"* [interactive installation with video projection]  
CONCEPT: visually communicate the idea of 'sensitive dependence upon initial conditions'  
TOOLS: processing, video projection

### Collaborations & Group Shows

The Future of Orchestral Garments New York, NY 5/2013  
*Motion+Impact* [custom hardware & live music/data visualization]  
COLLABORATORS: Ross Leonardy (partner), the Baltimore Symphony Orchestra & Maness School of Music  
TOOLS: openFrameworks + arduino & custom built sensor embedded glove + wireless mesh network  
MY ROLE: concept, visual design, coding and building

Parsons MFA Design & Technology Thesis Exhibition New York, NY 5/2013  
*FORMulator* [custom hardware & live music visualization]  
TOOLS: openFrameworks, max/msp, custom built electronics and hardware  
MY ROLE: concept, visual design, coding, testing & building hardware+software

Parsons Visual Music Studio Exhibition New York, NY 5/2013  
*Big Bang* [custom hardware & live music visualization]  
COLLABORATORS: Jovan Johnson / The New School for Jazz  
TOOLS: openFrameworks, max/msp and touchOSC  
MY ROLE: concept, visualization software, hardware & performance

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## AWARDS & RECOGNITION

### Parsons The New School For Design

Dean's Scholarship 2012 & 2013

### As Art Director at MATTER

Dwell Magazine 2008  
MATERIAL {the product line of MATTER} is included in the "Design at Work" product design feature

PRINT Magazine 2009  
REGIONAL DESIGN ANNUAL AWARD  
- Cinemocracy campaign (for DNC)  
- MATERIAL product line/brand

PRINT Magazine 2009  
Product Feature  
- MATERIAL product is selected for the 'End Product' feature in Print's biggest issue

Design Ignites Change 2010  
MATERIAL is one of 25 letterpress printers from around the U.S. selected to participate in the Feedback Loop Notebook project where 100% of the proceeds are applied to youth mentoring through Design Ignites Change

Felt & Wire blog feature & interview here:  
<http://www.feltandwire.com/2010/09/21/in-the-feedback-loop-matter/>

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## LIVE PERFORMANCE

### Music Visualization & Performances:

Autokinoton 2005-2008  
live video manipulation / projections performed in collaboration with a progressive/instrumental/heavy band

Cult of the Supreme Being 2006-2007  
live video manipulation projections based on organic movement and forms; performed live w/improvisational drone music

FM Magazine 2007-2009  
live video projections and titling during fashion show performances & events

The Horace Van Vaughn 2010-present  
live video manipulation projections performed with instrumental/heavy/pretty/improv music performance