

PATTI JACOBS

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SUMMARY

- Clear communicator with a natural ability to involve clients as part of the creative process and bring their vision to fruition
- Driven to create new solutions to client challenges, goals, and expectations

PROFESSIONAL EXPERTISE

Corporate Branding	Page Layout Design	Web Design	QuickBooks
Marketing Collateral	E-marketing Tools	Editing Video	MS Office
Media Campaigns	Print Ads	Photography	Adobe Creative Suite

CREATIVE / TECHNICAL SKILLS

Web: Adobe Creative Suite including DreamWeaver, Flash, Director; HTML, AJAX, LINGO, PERL, JavaScript, CMS: JOOMLA, WordPress

Print: Adobe Photoshop, Illustrator, InDesign, Acrobat, FrameMaker, Quark

Broadcast: Adobe AfterEffects, Final Cut Pro, DPS Velocity, Edius

Operating Systems: Proficient using Macintosh and Windows across multiple mediums

QUALIFICATIONS

Web Design / Development

- Created websites for various organizations, including a television station, an architectural firm, a university department, and various non-profits
- Prepared photographic images and created graphics for web use, integrating them into effective page and site designs
- Prepared dynamic interactive web elements, including animations, cycling images, rollovers, and image slide shows, using JavaScript and Flash
- Revised and converted print material and used interface design and site architecture to meet organizational online strategic communication goals

Multimedia

- Graphic designer and photographer with more than ten years of experience in creating and executing print, web, and broadcast related graphics for television, universities, artists, entrepreneurs, and non-profits
- Created multimedia concepts, designs, and implementation plans targeted toward retention and attracting new clients for start-up and existing businesses
- Developed, designed, tested, and packaged media elements for computer-based training software

Graphic Design

- Designed organizations' annual reports
- Created CD labels using various corporate logos and identity materials
- Designed image materials, including business cards, logos, and letterheads

EXPERIENCE

Freelance

2000–Present

Blue Sky Day photo journal

itsablueskyday.com

- Published, with co-author Hannah Morgan, photo journal featuring unique “blue sky day” photos with inspirational quotes and space for journaling on facing pages

Symmagery Design, Putney, VT

symmagery-design.com

- Designed reflective photography website and print collateral

C&C Creations, Rochester, NY

- Create customized labels used in corporate gift giving

Metal artist and educator studio

Juan Carlos Caballero-Perez (Rochester Institute of Technology)

caballero-studio.com

- Designed online showcase of artwork and accomplishments

Adjusting the Margins: Building Bridges Between Deaf and Hearing Cultures Through Performance Arts

Luane Davis Haggerty, PhD (Rochester Institute of Technology)

luanedavishaggertyphd.com

- Designed award-winning online dissertation

Creative Designer/Producer

2006–2008

The CW WHAM-DT TV | 13WHAM TV, Rochester, NY

- Television promotion branded on-air, online, and in print

Art Director/Web Producer

2002–2005

WUHF TV FOX Rochester, Rochester, NY

- Created and executed, from concept through finished product, all print, broadcast, and web related design
- Provided artistic direction for overall station visual branding
- Employee of the Month Award for “fantastic work ethic”

EDUCATION & CREDENTIALS

Master of Science

Technical Information Design, Instructional Technology

Rochester Institute of Technology, Rochester, NY

Multimedia Design Certificate

Rochester Institute of Technology, Rochester, NY

International Innovative Award: Networked Digital Library of Theses & Dissertations:

One of six worldwide winners recognized for unique use of online/digital technology

2008 Regional Edward R. Murrow Award for Best Newscast: For 13WHAM News at Six