

PORTFOLIO

jeff jacobson-swartfager

MINI BIKE WINTER ‘10

Several locally famous organizations have sprung from Portland’s Zoobomb: the Bike Porn film festival and Mini Bike Winter among them.

a new direction

Recently, Mini Bike Winter has been trying to engage in some outreach to the larger community. As part of their outreach they are hosting less ruckus events: films, panel discussions, and community art projects.

Mini Bike Winter 2010 was begun with a panel discussion on the subject of the role of bikes and bicycle activism in the areas of social, environmental, and artistic benefit.

The event also included a number of movie screenings and activities for the attendees to engage in.

I was asked to create a poster to advertise the event in a manner that is appropriate for intellectual discussion while still alluding to the parallel experiences of fun, freedom, and empowerment ideal in both bicycling and sexuality.

Mini Bike Winter panel discussion

SHOULD
bikes save
the planet?



WITH MOVIE SCREENINGS

ALSO

• BIKE PORN 3: CYCLE BOUND
Portland premieres

• VELO LOVE (the velo vixens
documentary)

• MBWO9 IN 10 MINUTES

DIY Stencil Station
BYO threads
(rock your own brands)

Thursday, Feb 11, 2010
The Lotus Seed
4635 NE 9th
8:30 — 1:00 am
bikesmut.com/panel

1

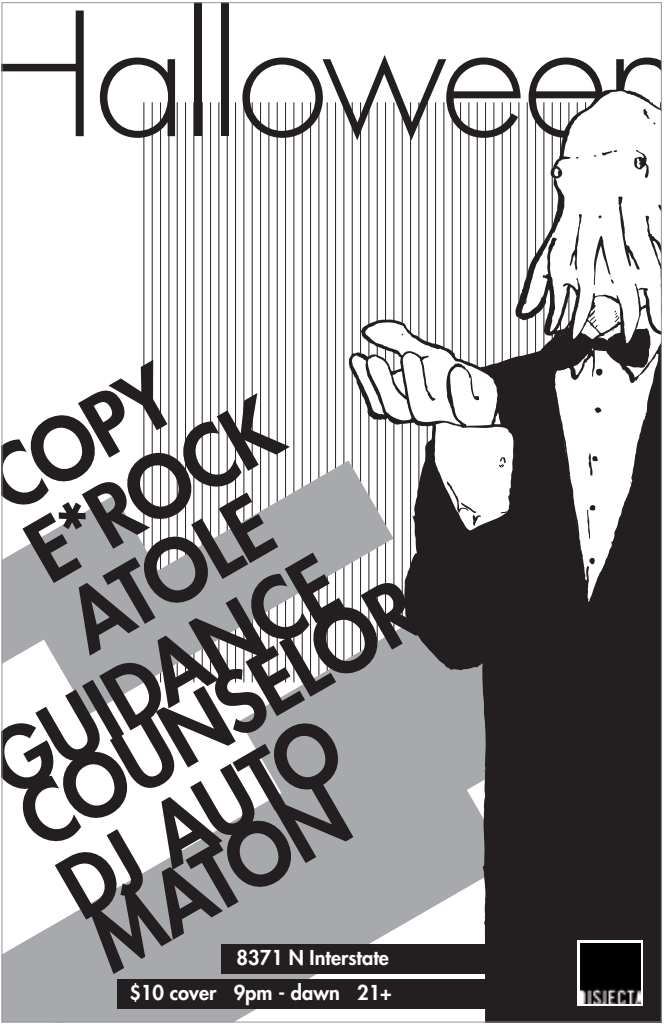
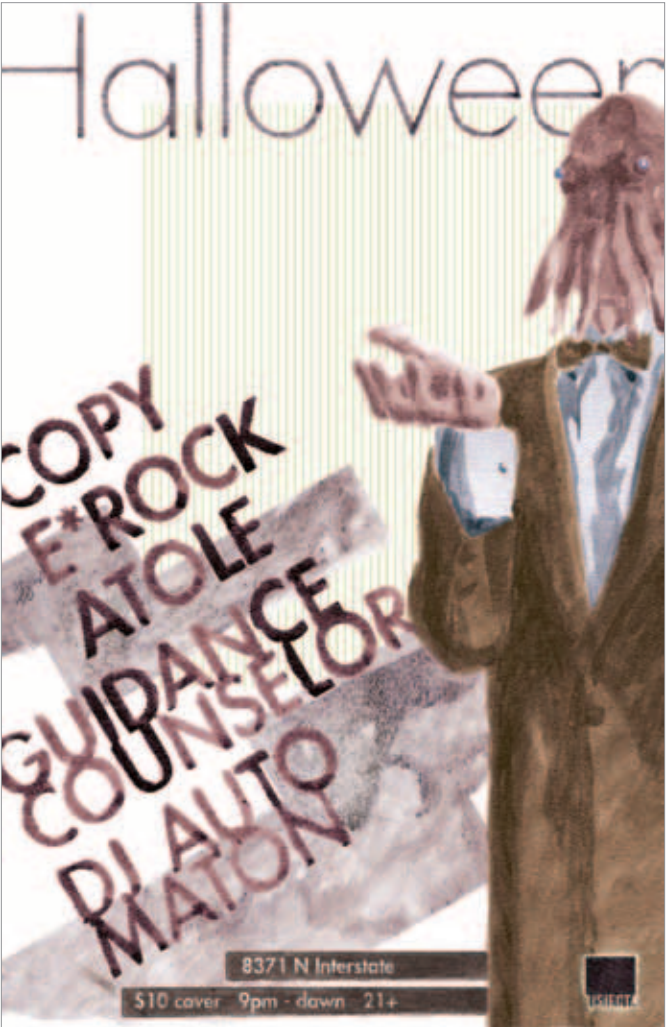
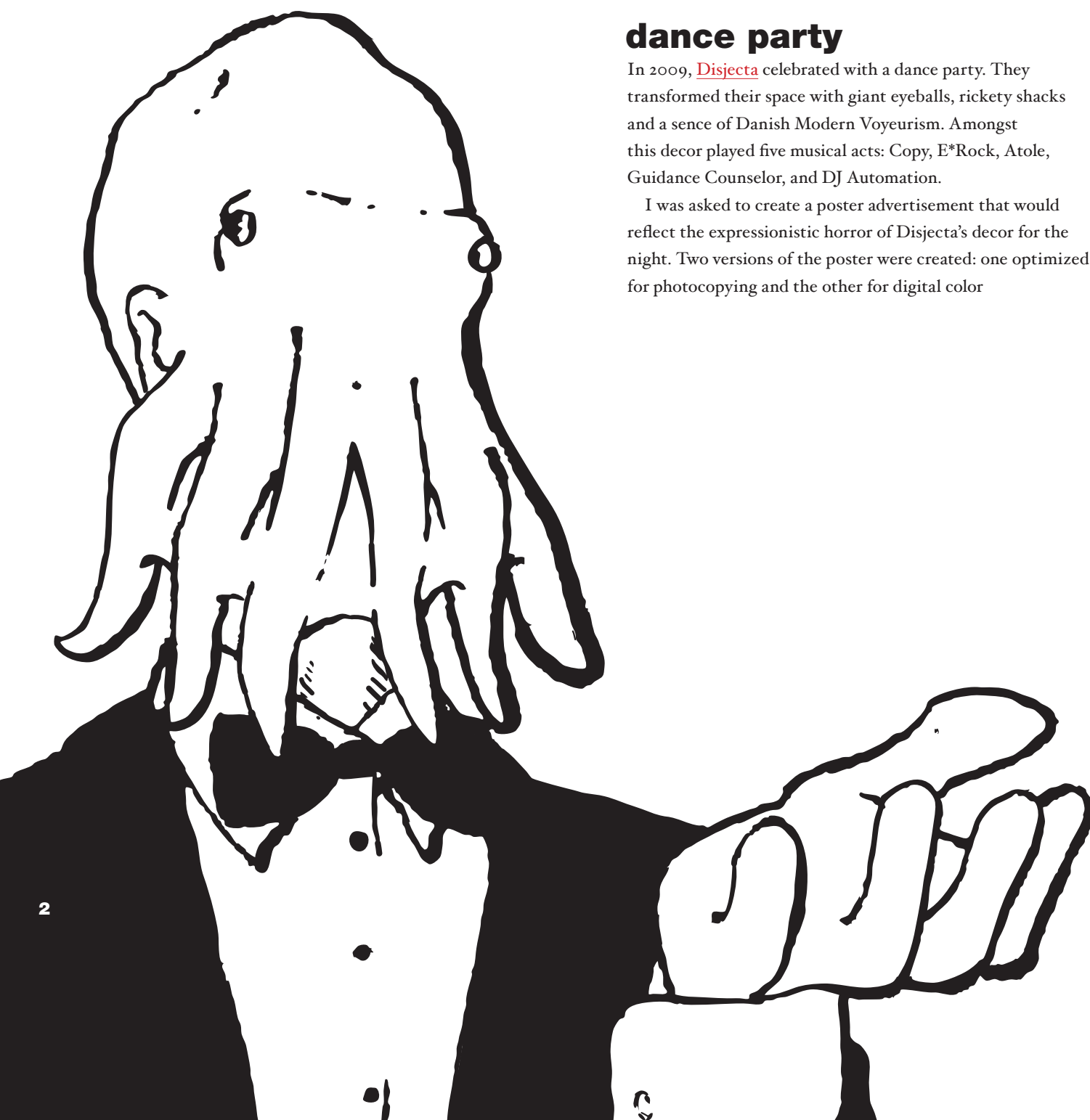
DISJECTA HALLOWEEN PARTY '09

Trick or Treat. Horror films. Haunted houses. How do you celebrate Halloween?

dance party

In 2009, [Disjecta](#) celebrated with a dance party. They transformed their space with giant eyeballs, rickety shacks and a sence of Danish Modern Voyeurism. Amongst this decor played five musical acts: Copy, E*Rock, Atole, Guidance Counselor, and DJ Automation.

I was asked to create a poster advertisement that would reflect the expressionistic horror of Disjecta's decor for the night. Two versions of the poster were created: one optimized for photocopying and the other for digital color



ROTANI SWIPE LOGO

A logo commemorating a swipe experiment.



swipe

Hawaiian slang for the alcoholic beverage resulting from the fermentation of fruits and berries is *swipe*. It is most similar to wine in alcohol content, viscosity, and taste.

First fermented underneath a sink in a college house by Chemist Robel Biru and Economist Letani Peltier, this drink was made from local, seasonal fruit and berries picked around campus and strained through repurposed tank tops.

While sampling some of their brew, Biru and Peltier came up with a vague concept for the logo of the brew: a bear on a bike with a baboon carrying a banner in the bicycle's basket.

I was commissioned to realize the vision.



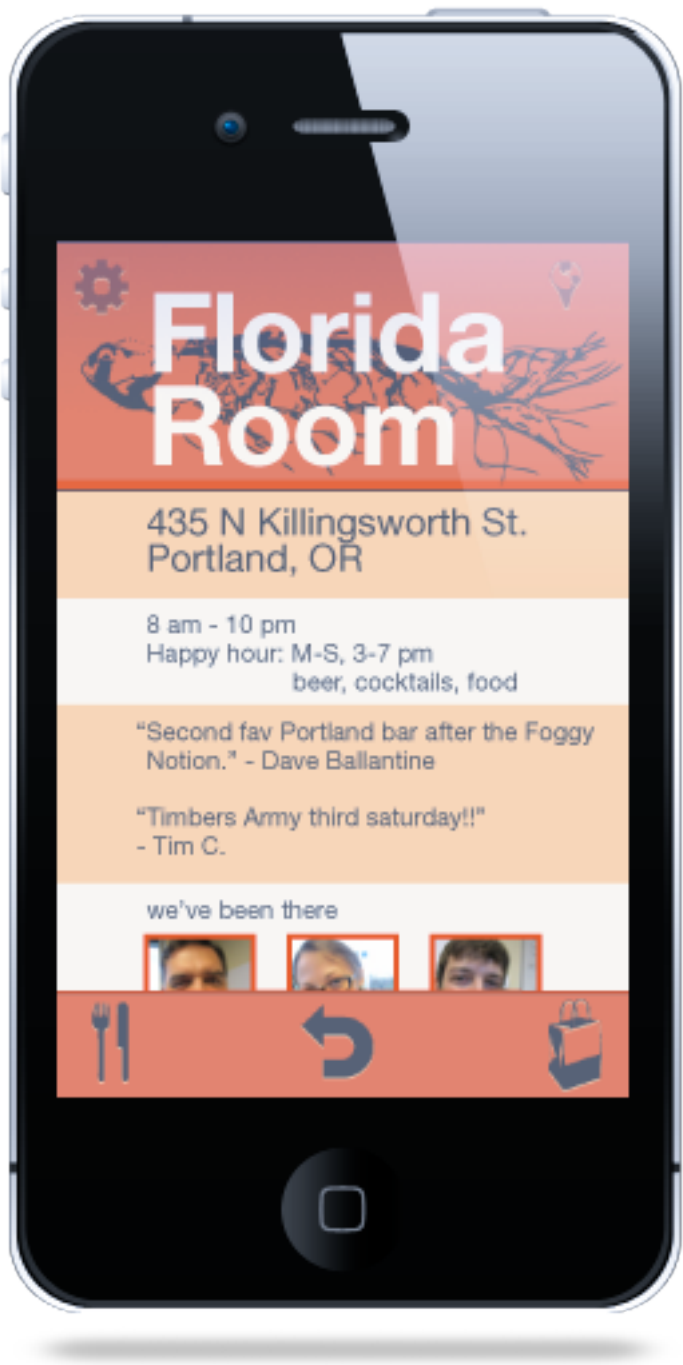
AMPLE SAMPLE POSTER

finale

A poster created to advertise the final show of the Portland, Oregon based Indie/Powerpop/Country band [Ample Sample](#). Playing with them that night was Pelican Ossman, Old Ironsides, Dirty Mittens, and The J Polk Trio.



SKITTERLIST



UI design and asset creation for a mobile app providing a list of recommendations of places to go, curated for each user.

the problem

We’ve all got them: folks who *think* they know what’s going on because they read the newspaper or subscribe to a couple blogs. You know, *that guy*. Sure, occasionally our tastes align with his but for the most part he is focused on quantity and proximity.

“Hey, we’re really close to a bar right now,” he says. You’d think he was an alcoholic if he didn’t make a similar quip whenever he was near a store or a restaurant.

So you ask if it is any good.

“Well, Gayot rated it a 17. And it has 4 stars on Yelp. 85% of the people on Urbanspoon like it.”

Yeah, but will I like it?

“The local paper reviewed it.”

Right. Thanks.

Does he think you are that desperate for someplace, *anyplace* to drink, or to shop? To grab a bite to eat? You don’t care how many bars are near you right now. You want to find the nearest *good* bar.

your data, for you

Enter skitterlist. Skitterlist takes all that data you’ve been handing over to *that guy* and uses it to recommend new places to go. Places you’ll like. You don’t need to rate places you visit. You don’t need to pour through collated reviews.

Just drink, eat and shop. Be merry.

When you’re looking for a new place to go, skitterlist has the inside info.

quick development

As part of the last Portland Startup Weekend, this was a project conceived, researched, designed, and developed over the course of a weekend (56 hours actually, we slept and ate as well). In addition to myself as the designer, we had 4 marketers, 1 teacher, and 3 developers on the team.



SEAMSNICE

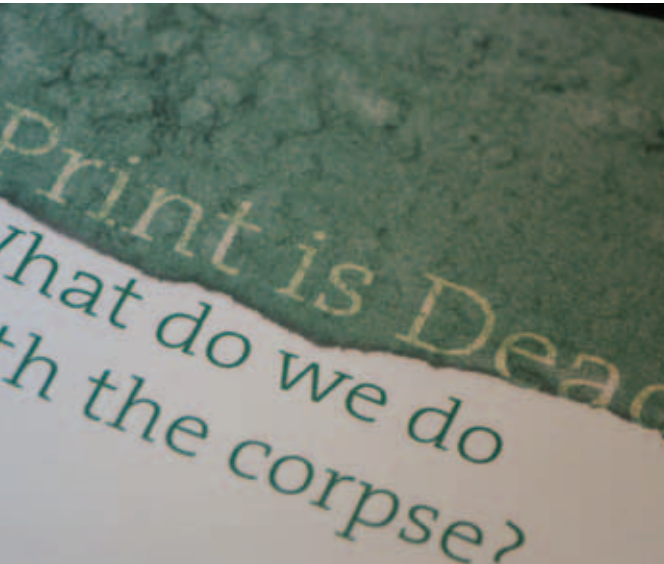
site banner and card

A banner and business card designed for the etsy store seamsnice.etsy.com, a vendor of hand crafted textile and bookmaking goods such as stuffed animals, wallets, and hand-bound journals.



DINNER INVITATION

A brochure and RSVP for a fictional dinner salon on the topic, “Now that print is dead, what do we do with the corpse?”



brochure

On the exterior of a french tri-folded brochure the question, directions for the RSVP, a list and short biography of the panel of speakers, and the menu with brief descriptions, and address of the location are presented. The interior contains bicycling directions to the dinner as approached from both the north and the south.

Included with the brochure was the RSVP.

rsvp

The RSVP was printed on handmade recycled paper embedded with carrot seeds. While the RSVP could be filled out and mailed, the response could alternately be made digitally so that the RSVP could be planted at the recipient's home. If the card was mailed, it would be planted at the site of the salon.

panel

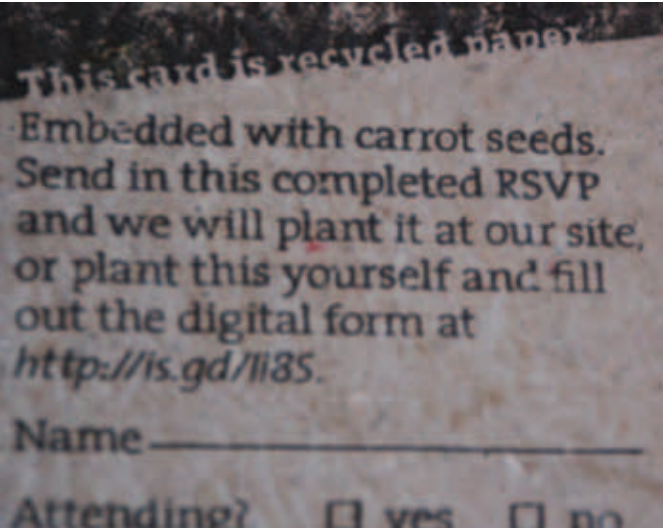
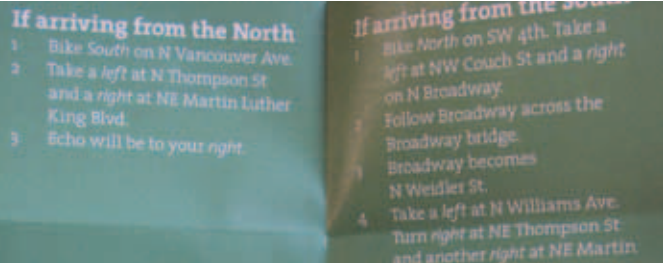
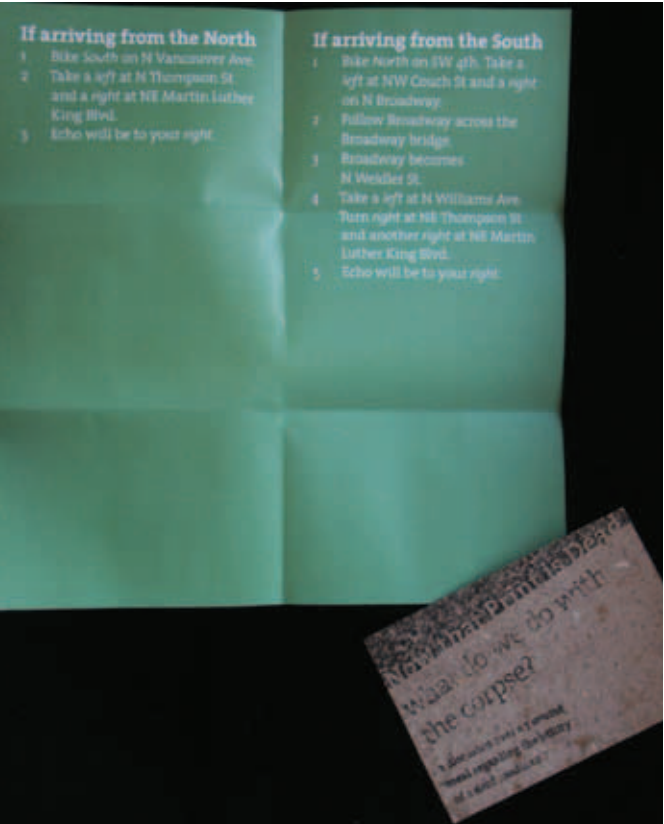
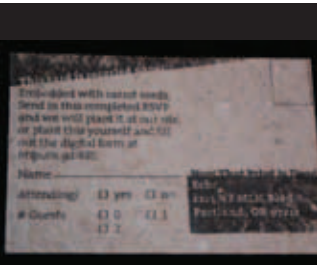
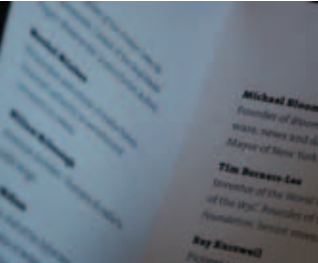
The fictional panel consisted of seven all star speakers

- Bruce Sterling
- Marshal McLuhan
- William McDonough
- Erin McKean
- Michael Bloomberg
- Tim Berners-Lee
- Ray Kurzweil

menu

The menu included such delectable morsels as

- Artichoke, Parsley, and Celery Salad
- Spring vegetable Saute
- Pea and Potato Cakes
- Lasagna with Chard
- Spring Greens, Onions, and Chives with Herb Butter-Radish Toasts
- Chicken with Greens and Spring Onions
- Raspberry Millet Pancakes



DANE STREET

Dane Street required the redesign of their application form, as well as a two part itinerary design for a client retreat.

DANE STREET

PERSPECTIVE THROUGH EXPERIENCE

Participating Reviewer Application Physicians

Contact Information

Your Name

Street Address

City

State

Zip

Country

Cell

Pager

Email

Reimbursement

Office Contact's Name

Contact's Title

Contact's Phone

Ext

Social Security No / Tax ID No

Corporate Name if used

Qualifications

List all states in which you are licensed, the license number & expiration date. Submit a copy of your Medical License Certificate for each state.

State

License No

Expiration Date

Active

☐ Yes

☐ Yes

☐ Yes

Appeal level Reviewers must be Board Certified (MD's / DO's must be certified by ABMS or ABOS). List all your Board Certified specialties & submit a copy of your Certification for each specialty.

Specialty

Eligible

Certified

Name of Board

☐ Yes

☐ Yes

☐ Yes

☐ Yes

☐ Yes

☐ Yes

☐ I am in active practice hrs / wk ☐ I have 5+ years experience providing healthcare

Describe the nature of practice or other current activity you think may qualify

Organizations for which you currently provide utilization review services

Languages Spoken

Written

☐ In my capacity as a medical specialist, I have served as an Expert Witness

☐ I am available to serve as an Expert Witness in cases involving civil litigation

Qualifications, cont

☐ I am available to serve as an Expert Witness in a worker's compensation administrative hearing

☐ I am available to serve as an Expert Witness by traveling to a location outside my area

☐ I am available to serve as an Expert Witness telephonically

Hospital Affiliation Name

Hospital Address

Medical Staff Status

Name of Professional Reference 1

Specialty of Reference 1

Street Address of Reference 1

City of Reference 1

State

Zip

Phone

Name of Professional Reference 2

Specialty of Reference 2

Street Address of Reference 2

City of Reference 2

State

Zip

Phone

Legal Actions

☐ There are past, present or pending actions against my professional license. Includes Malpractice Suits, Investigations of Wrongdoing, Disciplinary Actions such as Reprimands, Probations, License Limitations, Suspensions or Revocations, Fine or Penalties

Provide a full explanation on a separate sheet & attach copies of any legal documents related to the incident(s), including but not limited to the initial complaint or charges, findings & orders

Certification

Mail or fax your completed application with copies of the following documents to the Credentialing Department. To expedite processing of your application, fax all documents to: 561.828.8345

• Curriculum Vitae Work History for the past 5 years, explain any lapses

• Medical or Professional License(s) for all states in which you are licensed

• Board Certification(s) for all specialties in which you are board certified

• Explanation of any past, present or pending actions against your professional license & any legal documents related to the incident(s)

By signing below, I certify / attest to the following

• No physical, mental, or substance abuse problems exist that could, without reasonable accommodation, affect my professional judgment or impede my ability to participate in utilization review activities

• Dane Street, LLC is authorized to collect any information necessary to verify the information in this credentialing application, including a background search through the National Practitioner's Data Bank (NPDB)

• The Professional References and Hospitals listed above and the NPDB are hereby authorized to release reference information to the Dane Street, LLC Credentialing Department

• The information contained in this application and supporting documents is true, complete, and accurate to the best of my knowledge

Applicant Signature Stay within box Will be used as electronic signature

Date

Dane Street, LLC / 15430 Endeavour Drive / Jupiter, FL 33478 Ph 888.828.8345 Fax 561.828.8345

application form

The application form needed to be redesigned to be more usable by both Dane Street and the applicants, contain more information, and use the same amount of space (one sheet printed on both sides). I achieved this through more intuitively organizing the input fields to remove reiterative information and clearly delineating questions.

14

tentative itinerary

A chart describing the tentative plans for the Dane Street December Miami retreat.

- single page letter
- arranged by theme rather than day, although this corresponds as well
- locative info provided to facilitate client engagement and personal planning

Epic Hotel Coastal Cocktail Cruise

Oceanaire 12.5.09

ARRIVAL

Noon Arrivals begin

3:30 pm Coastal Cocktail Cruise—boat tour of Fisher & Miami Beach islands, meet in lobby

7:00 pm Dinner at Oceanaire

Epic Hotel // 270 Biscayne Blvd Way / Miami, FL 33131 / (305) 424-5226
Oceanaire // 900 S Miami Ave #111 / Miami, FL 33130 / (305) 372-8862

Relax Land Shark Stadium 12.06.09

ENTERTAINMENT

7:00 am Breakfast at your leisure, ends at 10:00 am

8:30 am Spa services by Epic Hotel begin

Noon Brunch / Lunch

4:00 pm Departure for Patriots—Dolphins game at Land Shark Stadium

5:00 pm Tailgate

8:20 pm Kickoff

Land Shark Stadium // 2269 Dan Marino Blvd / Miami, FL 33056 / (305) 623-6100

Airport 12.7.09

DEPARTURE

8:00 am Morning departures begin

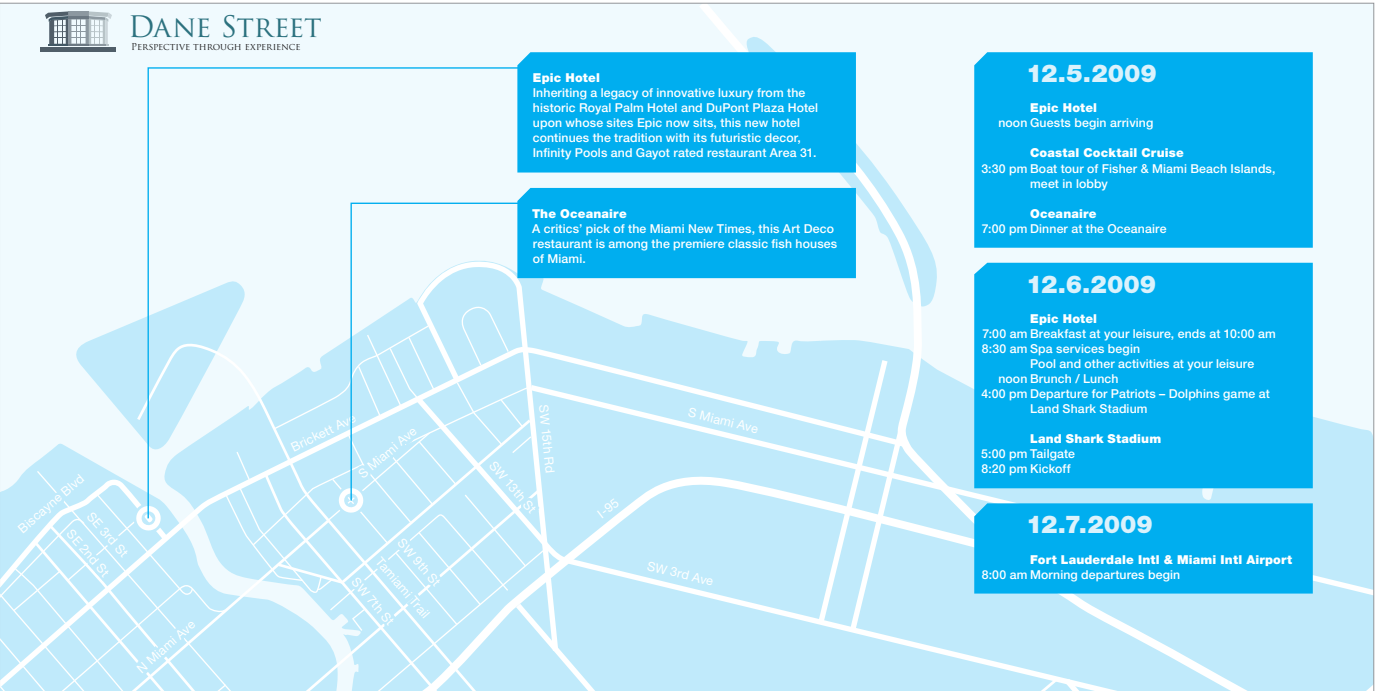
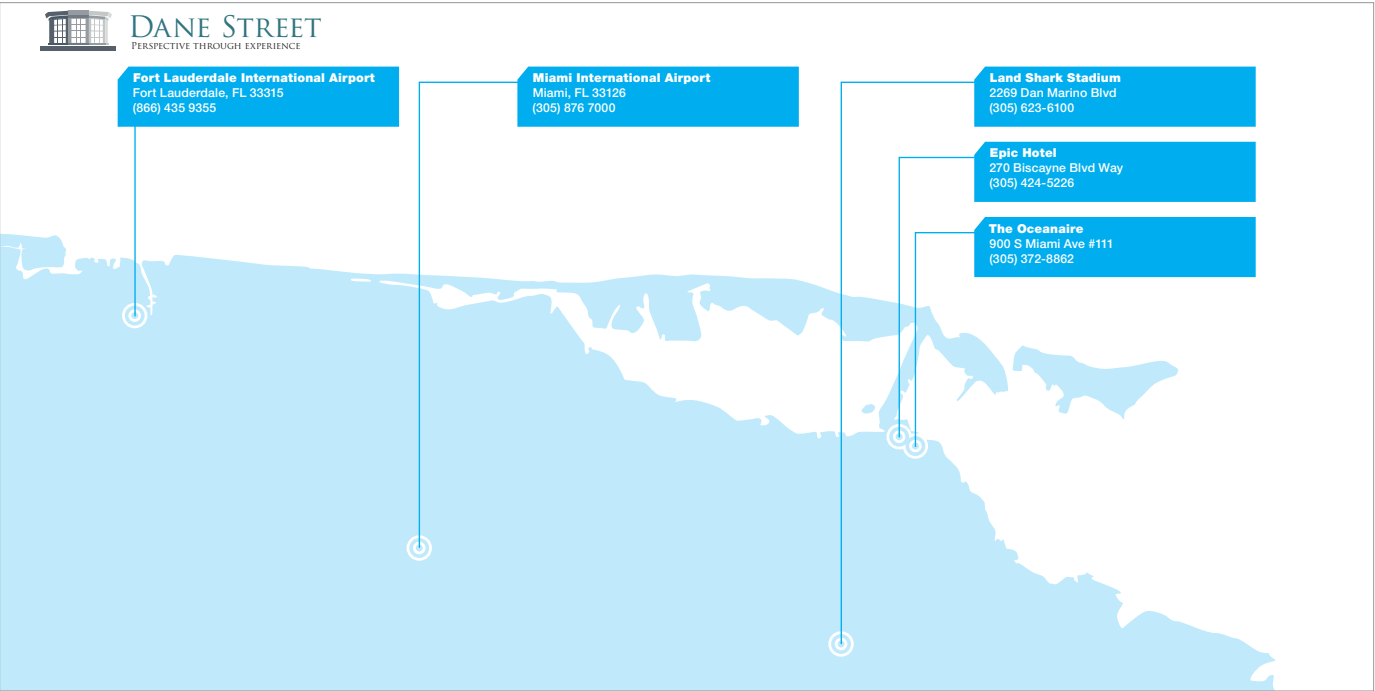
Fort Lauderdale Intl // Fort Lauderdale, FL 33315 / (866) 435 9355
Miami Intl Airport // Miami, FL 33126 / (305) 876 7000

All transportation will be provided by Dane Street // You will be contacted shortly for your choice of spa services

15

map itinerary

A map that both contains the finalized itinerary as well as providing graphical locative information to assist in manoeuvring about the city.



JEFF JACOBSON-SWARTFAGER

profile

I am a self-directed professional with an insatiable appetite for exploring new skills. I am friendly, agreeable, and I have the ability to approach any problem as a team player in order to determine the best possible path to the solution. I am detail oriented and strive to complete each task I approach the right way the first time.

2006 - 2007 **studies in graphic design**

Portland State University

grad. 2005 **studio art**

University of Puget Sound
Minor in English

2007 - now **contractor/desktop publisher**

Lingo Systems via Boly:Welch

Since October of 2007 I have worked in the DTP department at Lingo Systems.

Relevant skills include: Proficiency in Adobe Illustrator, Adobe InDesign, Adobe PageMaker, Adobe Acrobat, Adobe Bridge, Adobe FrameMaker, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Visio, Microsoft Outlook, CoreDRAW, GIMP, Inkscape, QuarkXpress, OpenOffice, and DiskLib. The ability to lead a team towards the successful and timely completion of projects. Training of fellow team members in the use of OSX & the Adobe Creative Suite, efficient file management & organization, font management, improved team work-flow, and in typographic & legibility standards.

2006 **software research analyst**

Jon Brandon, Inc.

I served as the liaison between client and company to determine the scope of the project at hand. I was responsible for gathering assets, functionalities, and UI attributes of previous software versions so that they could be addressed in the development version.

Additional relevant skills include: Attention to detail, consistent documentation of errors & current functionality, and excellent written, verbal & face-to face communication.

2006 - now **designer**

freelance

As a freelance designer I have designed logos, branding, business cards, posters, mailers, signage, websites, and software for a variety of businesses, individuals and organizations.

Additional relevant skills include: Proficiency in Adobe Photoshop, Adobe Dreamweaver, (X)HTML, CSS, RSS, ATOM & MicroFormats, assessing client needs, projecting scope and working with deadlines, written and verbal communication.