

JASON SCOTT ROSEN

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PROFESSIONAL EXPERIENCES

Interactive Producer + Content Strategist

New York, NY(Current)
Produce content and final products through research, concept development, copywriting, and art direction for final products that harness mediated technological platforms to communicate to the audience. The projects I helm range from building brand systems, sophisticated websites, interactive installations, as well as public relations and advertising campaigns. The diversification all share a common goal of producing storytelling that greatly enriches the context and depth for audience immersion.

CURRENT CLIENTS

Robert Rauschenberg Foundation – Interactive Producer

New York, NY (Current)
Produced and project managed the foundation's portfolio of digital futures initiatives. My primary role was Producer of the main online platform, which hosts Mr. Rauschenberg's comprehensive multimedia art, archives, and resources pertinent to the Foundation. Negotiated and hired new development team, facilitated handover of source code, established best practices, and acted as chief liaison between client and all subcontractors and partners involved specializing in technical and aesthetic problem solving.

Consulting additionally on satellite portals related to building unique presences for their Loan Bank program as well as their Oral History Project. In the latter two initiatives, my consultation extended to outside partners, Duke University and Columbia University, respectively.

LABMIS Residency in Augmented Reality – Concept + UX Adviser

Sau Paulo, Brazil (Current)
Advise and consult Karolina Ziulkoski, Exhibition Designer, on array of interactive prototypes, funded by LABMIS, in the effort to empower institutions in developing low cost and maintenance technological products that allow for introducing new curatorial programming that allow audiences to self guide themselves with augmented reality applications customized for both iPhone, Android and SMS mobile devices.

Mass Crush – Copywriter

Austin, TX (January- July 2014)
Crafted copy and overall content strategy for music label and production studio launching Spring 2015. Created and iterated all copy assets for transmedia campaign (online, print, audio, video) and worked with Creative Director on best practices and brand system cohesion.

Crop Circle Creamery– Content Strategist

Austin, TX (November 2013 - March 2014)
Strategized overall brand story and vision. Crafted all copy assets for trasnmedia campaign. Workedwith Graphic Designer on brand system cohesion.

EDUCATION

NYU Interactive Telecommunications Program

Tisch School of the Arts
Master of Proffesional Studies (May 2013)

Sarah Lawrence College

Bachelor of Arts in Material Cultures (May 2004)

Columbia University

Graduate School of Architecture, Planning & Preservation
The Shape of Two Cities Program (Sep 2004 – May 2005)

SKILLS

- Project Management
- Client Engagement
- Team Supervision
- Strategic Content Creation
- Brand Systems
- UX & UI Design
- Interaction Design
- Rapid Prototyping
- Keynote + Public Speaking
- Transmedia Campaigns
- Creative Direction & Strategy
- Design Thinking
- Storytelling
- Community Activation
- Launch Stratify
- Adobe Creative Suite
- HTML/CSS coding
- Adobe Creative Suite

PREVIOUS PROFESSIONAL EXPERIENCES

aGLIFF – Executive Director

Austin, TX (July 2010 - August 2011)
Led historic arts organization into new era by providing creative direction to rebranding, vision to overhauling its mission, programming, and development. Directed communications and operations of the 24th Annual Film Festival including: fundraising, designing events, lead a team through the selection process over 200 films, curated the final schedule and theme, engaged the community through outreach and logistical support.

Project Transitions

Austin, TX (May 2007 - June 2010)
Managed all correspondence and outreach regarding development campaigns and functions. Designed and produced outreach materials for the public and funding base through transmedia campaigns and events. Directed, designed, and oversaw fundraising events, from intimate gatherings to 1,500 person galas.

Various Engagements

indepedent art practice invested in exploring the Anthropocene and critical futures research. Submits papers, work and research to insitutions exploring these themes.

References available upon request.