



jacobford.com

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CODE & PHILOSOPHIES

HTML

not all who browse can see; be semantic

CSS & SASS

made for more than screens

Node.js & npm

how I imagined coding before I learned

JavaScript & jQuery

use smartly; do not depend upon

SVG

learn to see shapes as code

notebooks as repos: I'm committed

RegEx

turns out the world is often patterned

Illustrator, Inkscape, Sketch, etc.

learn the skill, not only the tool

InDesign

design masters for the edge cases

Glyphs

typography is invisible forms of beauty

PHP & WordPress

special place in learning coders' hearts

EDUCATION

New York University, Gallatin School of Individualized Study

B.A., Individualized Major: Ethics of Design 2016

EXPERIENCE & IDEAS

IB5k New York, NY

Designer and Frontend Developer July 2016 - December 2018

Chief Technology Officer December 2018 - present

code the boundary between data and design, curate information into the simplest compelling solution; have created content for Planned Parenthood, built an interface for the NYPD, visualized demographics for AT&T, built a digital chandelier for Verizon, and crafted a video game for a bank

Mmuseumm New York, NY

Material Production Manager Jan. 2016 - present

exhibition research, publication design, and merchandise production for a modern natural history museum in an abandoned elevator shaft

Einstein's War Penguin Random House, 2019

Client: Matthew Stanley, Ph.D

Illustrator Apr. 2013 - May 2015

illustrated thought experiments to explain Relativity in Einstein biography

Urban Democracy Lab New York, NY

Graphic Designer Sep. 2014 - Apr. 2016

worked with event planners to develop visual identities, posters, and email campaigns to promote lectures, screenings, and panels to the public

Sunesys Warrington, PA

Database Engineer Jun. 2013 - Aug. 2015 (Summers only)

authored scripts to process geospatial data, designed interfaces for internal web apps, established ongoing Bowtie Thursday tradition

Tomographic Topography New York, NY

Inventor 2015

developed method of modeling brain scan data in 3D for blind neurologists

Designing for Free Speech designingforfreespeech.org (see archive.org) Designing the Urban Commons designing theurban commons.org

Client: Theatrum Mundi New York, NY, USA

Designer and Web Developer Apr. 2013 - May 2015

developed visual identity, print materials, and website for a public space design competition originally in NYC, later replicated in London

Five Star fivestarthemovie.com

Title Designer Oct. - May 2013

developed typographic identity, opening titles, and end credits for film winner of Best Editing in a Narrative Feature Film at 2014 TriBeCa Film Fest

TEDxSoudertonHS Souderton, PA

Co-organizer Oct. 2011 - Apr. 2012

organized and co-facilitated an ideation conference for the local community, under license from TED

Treeduino treeduino.com

Web Developer Nov. 2009 - Nov. 2014 (holiday tradition)

collaborated on website allowing holiday lights to be remotely controlled