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JACOB FORD
DESIGNER *of* THINGS

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jacobford.com

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CODE & PHILOSOPHIES

HTML
not all who browse can see; be semantic

CSS & SASS
has potential for more than screens

JavaScript & jQuery
use smartly; do not depend

SVG
learn to see shapes as code

Git
even my notebook is a repo

RegEx
turns out the world is often patterned

Inkscape, Illustrator, & Sketch
but learn the skills, not merely the tool

InDesign
design masters for the edge cases

Glyphs
typography can be beautiful invisibility

PHP
learn progenitor before framework

Rails / Django / Node.js
much left to learn, but I learn as I go

EDUCATION

New York University
Gallatin School of Individualized Study
B.A., Individualized Major: *Ethics of Design*
Grade Point Average: 3.913

EXPERIENCE & IDEAS

Mmuseumm New York, NY
Production Intern Jan. – May 2016
produced printed catalog, audio guide, and signage for the fifth iteration
of a modern natural history museum in an abandoned elevator shaft

Matthew Stanley, Ph.D. New York, NY
Research Assistant Jan. 2015 – present
track down obscure documents, facts, and people for an upcoming
book on the history of scientists predicting the end of the world

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

NYU Student Senators Council New York, NY
Graphic Designer (Branding & Design Committee) Sep. 2013 – Apr. 2016
translated verbose initiatives into concise visual campaigns to curtail
smoking, increase transparency, and promote campus-wide events

Gallatin Galleries New York, NY
Curatorial Assistant and **Graphic Designer** Apr. – Dec. 2013 (excl. Summer)
assisted with the planning and installation of art gallery exhibitions;
designed wall labels, show signage, window vinyls, and show catalogs

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

Designing for Free Speech designingforfreespeech.org
Designing the Urban Commons designingtheurbancommons.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
which won Best Editing in a Narrative Feature Film at 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 – present (holiday tradition)
collaborated on system allowing holiday lights to be controlled remotely