

## Business Communications Professional, Award Winning Designer

Creative Designer with twenty years experience producing marketing pieces, animated shorts, commercials, innovative internet products, films, toys, games, websites, posters and the occasional casino chip and bus ad. A solid background in design and bold art direction, coupled with an ability to innovate and to use technology maximizes product excellence and telling a client's story. Insightful conceptual design with a focus on customer experience turns ideas into creative solutions in a wide variety of styles, formats and platforms. Products deliver creativity, quality and joy that attracts and engages people.

### EXPERTISE

Art Direction, Storyboarding  
Writing, Ad Copy  
Adobe Creative Suite

Print, Web, Social Media Channels  
Animation and Motion Graphics  
Video, Photography, Sound Assets

Project Management  
Illustration, Drawing  
Interface Design

### EXPERIENCE

---

**Communications Designer – Jefferson Thomas Creative, San Francisco and Palo Cedro, 2002 - present**  
Development of communications and marketing pieces for companies large and small: design, illustration, animation, writing and project management.

Clients include: Edutopia, Great Schools, Cascade Theatre, Yahoo!, WestEd, Kaplan Learning, Packeteer, Castle in the Air, Attik, Landor & Associates, The BRS Group, Reid Creative, Electronic Arts, The Bill and Melinda Gates Foundation, Nintendo, Touchstone Pictures, Two Redheads, The Forte Group. *Projects include:*

**Special Effects Producer – The Cascade Theatre , Redding, CA, 2013-present**  
Design and produced animations and effects for theatrical production of The Wizard of Oz.

**Video Designer – Author, Dan Botkin, New York, 2013**  
Independently produced a high-quality promotional video for book launch by award-winning author and scientist. Art direction, motion graphics, video/sound editing, titles. Aftereffects, Illustrator, Photoshop.

**Creative Designer – Win-River Resort & Casino, Redding, CA, 2012-2013**  
Produced marketing and communications materials for customers and employers. Art direction, creative design, coordination, and production. Products include: backlit posters, bus ads, flyers, brochures, casino chip, commercials, flash ads and website graphics and content. Adobe Creative Suite, Joomla.

**“Rathle” – independently produced animated short film. Palo Cedro, 2010.** First Prize Animation, Sundial Film Festival; First Prize, Humor in Animation, San Francisco ASIFA Independents Show.

**Lead Animator, Flash Designer - Riverdeep Interactive, San Francisco, 2006-2007**  
Flash Animator for Interactive Reading software. Concept, design and delivery of animations; storyboards, layout, character design, animation. Prototypes of future products. Animation for mobile devices.

**Animator, Game Artist, Game Designer - Pogo/Electronic Arts, San Francisco 2000-2001**  
In a fast-paced environment, created games for profitable website. Created eye-dazzling user-interfaces and intriguing animated advertising to attract and hold internet audiences.

**Animator, Character Designer, Illustrator - Microsoft, Redmond 1994-1999**  
Art and animation direction, conceptual and story design, character design, layout, coordination and animation for a wide variety of products: Interactive CD ROM for kids produced by Bill and Melinda Gates Foundation, starring Shaquille O’Neal; Animated web shorts for the Microsoft Network using 2-D character animation and experimental techniques; 3-minute animated promotional piece with Comedian Reggie Watts for Internet Explorer Group; Prototypes using Softimage for presentations by Bill Gates to demonstrate the possibilities of interactive television; Microsoft Actimate plush Teletubbie toy, with interactive animations based on child-development theories.

**Character Fabricator – Tim Burton’s Nightmare Before Christmas**, San Francisco, 1992-93

Created painted textures, objects and foam parts for stop-motion puppets, in-betweened 2D composited effects.

**Animation Artist, Character Designer – Colossal-Big Pictures**, San Francisco, 1989-1991

Character design, layout, and assistant animation for pioneering animation studio, creating commercials and shorts.

## EDUCATION

---

**CalArts, B.F.A. Experimental Animation**, Character Animation and Art Direction, 1994

**Maryland College of Art and Design, A.A. Sculpture and Painting**, 1983-1985

## COMMENTS

---

“Jefferson produced all of the Reward and Song Animations for Destination Reading targeted to 4th - 8th grades. He successfully created concepts, sketches, onscreen designs and Flash animations single-handedly on strict timelines. Everyone in the company adored Jefferson's animations, which became the most popular "demos" for Marketing and Sales. Jefferson also played a key role by creating Flash prototypes for the Consumer Product Business. He was a pleasure to work with and became a key member of the design team. I'd love to have the opportunity to work with Jefferson again in the future.”

– *Fern Friedman, Creative Director, Riverdeep Interactive Learning*

“Jefferson did such a great job creating fun, high quality animations for our project at Riverdeep, that I hired him again, several times, while producing our new educational product at SCORE! Educational Centers. Jefferson has a keen understanding of animation timing, and an innate sense of humor. The end product is always so good, that our VPs and Marketing folks like to use them in their presentations. Jefferson will always be my first choice for all my animation work.”

– *George Whiting, Lead Designer, Riverdeep Interactive Learning*

“Jefferson is one of the most talented animators that I know. Not only is he talented but he has one of the best attitudes out there. He is always positive and it is rare not to see him with a smile on his face. His talent and humor shine through in everything he tackles.”

– *Charles Wedge, Content Design Specialist, Riverdeep*

“When working with Jefferson, it's easy to see that he's a very creative animator. He's been great to work with and contributes well to any group - a true team player.”

– *Herve Gomez, Producer, Riverdeep*

“Jefferson is a delight to work with. He's everything you want in an artist/animator/flash designer: fully engaged, fun, highly skilled, and creates beautiful, spot-on work for each project he does.”

– *Rachel Li, User Interface Designer, Pogo.com*

“Jefferson Thomas, in my experience of working with him in the 'early days' of MSN Creative, was and remains one of the clear voices in the increasingly muddled world of online communications. Bringing with him an extensive knowledge of traditional animation techniques, coupled with his innate curiosity and humor, he uses this combination of old and new tools to connect with and communicate to his audience.

His early experimentations with low-bandwidth Flash and Director applications helped create the voice of MSN. JT recognizes and creates concepts, and can bring together business requirements, storytelling and fun, to bring forth the best of what the web can do.”

– *Ted Witus, Web Designer, Microsoft Network*

“Great design” – *Bill Plympton*

“One of the best things I saw on MSN” – *Time Magazine*

“A highly creative and original artist” – *Jules Engel*