

JASON METTER

CONTACT

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720 339 8540

bluefruit.com

EXPERIENCE

Creative Director & Founder

Blue Fruit, Denver
May 2002 – present

Creative direction, design, and motion graphics for interactive and broadcast media. Effective, compelling, and lovingly handcrafted advertising, marketing, and branding. Clients include:

AT&T

Canon

Coca-Cola

Coors Brewing Company

DISH Network

General Electric

General Motors

Hewlett-Packard

Kraft Foods

LeapFrog

Mountain Dew

MTV

Nationwide

Pentax

Pepsi

Qdoba

Samsung

Sony Pictures

Sun Microsystems

Vail Resorts

Wrigley

Instructor

Academy of Art University, San Francisco
Jan 2003 – May 2011

Development and online instruction of new media design courses focused on web publishing, usability, interactivity, and animation.

Broadcast Designer

mad.house, New York City
Feb 2001 – May 2002

Design of motion graphics for television advertising. Collaboration with ad agencies, editors, visual effects artists, and sound designers to produce spots to communicate the brand, campaign, and message. Clients included:

Atlantic Records

FCB

Fisher Price

Grey Advertising

Lego

Mennen

Poland Spring

TNN

Turner Classic Movies

US Postal Service

Western Union

Young & Rubicam

Senior Designer

MaMaMedia, New York City
July 1999 – Dec 2000

Design of online content and co-branded activities for kids' media company. Illustration and animation of original characters and narratives. Work guided by constructionist learning philosophy and usability testing. Clients included:

General Mills

Mattel

Warner Bros.

Designer

Landor Associates, San Francisco
Jan 1998 – Dec 1998

Visual brand identity design and application across variety of media, including broadcast, interactive, print, and environmental. Clients included:

Andersen Consulting

Bank of America

Bradesco

Canadian Airlines

Compaq

Taco Bell

EDUCATION

MFA, New Media Design

Academy of Art University, San Francisco
May 1999, Graduated with Honors

SKILLS

Creative direction, art direction, visual design, strategy, concept, branding, user interface, motion graphics, online and television advertising, film and video editing and post-production, visual effects, Flash animation, illustration, usability, information architecture, writing, and content development.

BA, Philosophy & Political Science

University of Southern California, Los Angeles
May 1993, Graduated Cum Laude, Dean's Scholar

Proficient with PhotoShop, Illustrator, After Effects, Final Cut Pro, Flash (including ActionScript), XHTML, and CSS.