



Jeremy Peterson

visual / interactive / product
design & art direction

EDUCATION

Parsons the New School for Design

MFA Design & Technology

New York, NY

2011-2013

areas of study: interactive prototyping, cybernetics, audio visual systems, interaction design

thesis: music visualization performance system - design of wireless hardware controller & visualization software

University of Colorado - Denver

BFA Multimedia Studies

Denver, CO

2002-2006

areas of study: graphic design, experimental video, design & media theory

PROFESSIONAL EXPERIENCE

Lead UX / UI / Visual Designer

AiCure

New York, NY

2014-2017

info online @ aicure.com

- Research, concepts, prototypes & visual design for AiCure's entire digital platform.
- Design & iteration of a smartphone/tablet app for patients & suite of 3 web-based dashboards for healthcare staff.
- Translating complex medication regimens and clinical trial protocols into functional designs for both the patient and business goals.
- Scaling the platform from startup to global deployment while working in an AGILE environment.
- Graphic design for the AiCure brand, exhibition design, & art direction.

Freelance Interactive / Visual Designer

Clients include:

Brooklyn, NY

2011-2014

- HarperCollins, Publishers: website design for Common Core collection
- Dr. Ashish Ashujua: design and illustration of infographics / visual systems
- Mattel: mobile website re-design of Barbie.com - contract work with team at HipCricket
- Johnson & Johnson: mobile website re-design of Tylenol.com - contract work with team at HipCricket

Art Director / Designer

MATTER

Denver, CO

2006-2011

info online @ matterstudio.com

- Conceptual and visual design of branding and identity projects from client brief to finished designs.
- Art direction working with clients, the creative director, and design team to meet print, web, motion, and messaging design needs.
- Product & graphic design for the MATTERIAL product line including prototyping, production, packaging, identity/branding & website.

Graphic Design & Branding

FM Magazine

Denver, CO

2006-2007

- Graphic design & illustration for print publication. Motion design & production for live art performances.

TOOLS / SKILLS

++++ Adobe Illustrator

++++ Invision

++ Sketch

++ Arduino

++ Max/MSP

++++ Adobe Photoshop

++ Adobe AE

++ HTML & CSS

++ Processing

+ 3D Fabrication

++++ Adobe Indesign

++ Adobe XD

++ Logic

++ openFrameworks

EXHIBITIONS & PERFORMANCES OF WORK

Solo

UCLA CNSI Art/Sci Center Los Angeles, CA 1/2012

"Amorphous Morphologies" [interactive installation with video projection]
CONCEPT: visually communicate the idea of 'sensitive dependence upon initial conditions'
TOOLS: processing, video projection

Collaborations & Group Shows

The Future of Orchestral Garments New York, NY 5/2013

Motion+Impact [custom hardware & live music/data visualization]
COLLABORATORS: Ross Leonardy (partner), the Baltimore Symphony Orchestra & Maness School of Music
TOOLS: openFrameworks + arduino & custom built sensor embedded glove + wireless mesh network
MY ROLE: concept, visual design, coding and building

Parsons MFA Design & Technology Thesis Exhibition New York, NY 5/2013

FORMulator [custom hardware & live music visualization]
TOOLS: openFrameworks, max/msp, custom built electronics and hardware
MY ROLE: concept, visual design, coding, testing & building hardware+software

Parsons Visual Music Studio Exhibition New York, NY 5/2013

Big Bang [custom hardware & live music visualization]
COLLABORATORS: Jovan Johnson / The New School for Jazz
TOOLS: openFrameworks, max/msp and touchOSC
MY ROLE: concept, visualization software, hardware & performance

AWARDS & RECOGNITION

Parsons The New School For Design

Dean's Scholarship 2012 & 2013

As Art Director at MATTER

Dwell Magazine 2008

MATERIAL {the product line of MATTER} is included in the "Design at Work" product design feature

PRINT Magazine 2009

REGIONAL DESIGN ANNUAL AWARD
- Cinemocracy campaign (for DNC)
- MATERIAL product line/brand

PRINT Magazine 2009

Product Feature
- MATERIAL product is selected for the 'End Product' feature in Print's biggest issue

Design Ignites Change 2010

MATERIAL is one of 25 letterpress printers from around the U.S. selected to participate in the Feedback Loop Notebook project where 100% of the proceeds are applied to youth mentoring through Design Ignites Change

Felt & Wire blog feature & interview here:
<http://www.feltandwire.com/2010/09/21/in-the-feedback-loop-matter/>

LIVE PERFORMANCE

Music Visualization & Performances:

Autokinoton 2005-2008

live video manipulation / projections performed in collaboration with a progressive/instrumental/heavy band

Cult of the Supreme Being 2006-2007

live video manipulation projections based on organic movement and forms; performed live w/improvisational drone music

FM Magazine 2007-2009

live video projections and titling during fashion show performances & events

The Horace Van Vaughn 2010-present

live video manipulation projections performed with instrumental/heavy/pretty/improv music performance