

JASON METTER

CONTACT

jason@bluefruit.com

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

DISH Network

General Electric

General Motors

Hewlett-Packard

IBM

Intel

Kraft Foods

Lexmark

LG

Molson Coors

MTV

Nationwide Financial

Qdoba

Pepsi

Samsung

Sony Pictures

Toys“R”Us

Wrigley

Adjunct Professor

Academy of Art University, San Francisco
Jan 2003 – present

Development and online instruction of new media design courses focused on branding, interactive design, usability, and animation.

Affiliate Faculty

Metropolitan State University, Denver
Aug 2013 – present

Instruction of design course that explores theory and practice of visual communication, including conceptual development, research, and production.

Broadcast Designer

Madhouse, 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.

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.

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.

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, visual identity design, user interface, motion graphics, online and television advertising, film and video editing and post-production, Flash animation, responsive design, casual games, mobile applications, illustration, usability, information architecture, print design, 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, Premiere, InDesign, Flash, HTML5, CSS, and other visual design and web technologies.