



**JASMINE THORSON**

MULTIDISCIPLINARY DESIGNER

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## I'm a young creative (& new New Yorker) with lots of **charisma**.

I believe that good design can help people laugh, cry, stay informed, & understand each other better. Design, simply, is visual communication.

As a multidisciplinary designer, it's my goal to capture the essence of my subject & express that essence in the most clear, consistent, & appropriate manner.

### EDUCATION

**B.F.A. Fine Arts in Graphic Design**  
University of South Dakota  
August 2012–August 2017

Bachelor's degree in Fine Arts with emphasis in Graphic Design. Minors in media/journalism & art history.

### WORKSHOPS + PRESENTATIONS

**International Urban Media Design Conference**  
Beijing, China  
June 2016

Presented publication design project & participated in urban innovation group workshop with Seoul National University & Tsinghua University

**IdeaFest | U. Discover**  
University of South Dakota  
Vermillion, SD  
April 2014

Presented MIMIC artwork, concept development and possible impact in a classroom setting to fellow students, professors, and community members

### INVOLVEMENT

**AIGA**  
Contributing Member  
August 2012–Present

**AIGA USD**  
Vermillion, SD  
August 2012–2017

**USD Fine Arts Rep.**  
New York, NY  
November 2016

### PROFESSIONAL EXPERIENCE

**Graphic Designer/Production Artist**  
New York City Center | New York City, New York  
Oct 2018 – Present

Wide range of branding development and promotional design for the organization and its various departments and events/shows/programs, including key art, motion graphics, direct mailers, email marketing, and digital ads. Regularly execute print production work, such as trimming, mounting, color matching, proof review, etc.

**Freelance Work**  
August 2012 – Present

Graphic design, photography, & various other creative endeavors for clients as well as personal projects.

**Junior Designer**  
Creative Services | University of South Dakota  
June 2013 – 2017

Wide range of design-related projects, including branding development and promotional design for events, campus organizations, & the athletic program, as well as fluency in "client speak." Regularly assisted with production work, such as trimming, mounting, and laminating.

**Assistant Designer**  
MIMIC | Remote Apprenticeship  
Summer 2013

Apprenticeship via the University of South Dakota's Creative Research program building digital artwork for a pixel-based educational game for designer Colin Hover, as well as designers from London & Barcelona. Communicated via weekly email & Skype feedback.

### SKILLS

My specialties are...



BRANDING



INFOGRAPHICS



DIGITAL DESIGN



COMMUNICATION

I'm great with...

Adobe Creative Suite  
Digital Photography  
Social Media  
Microsoft Office  
Apple iWork

I want to improve at...

Coding (HTML, CSS, JS)  
Dreamweaver  
AfterEffects  
Animation  
Illustration

### EXHIBITIONS + AWARDS

**Stilwell Exhibition**  
Vermillion, SD  
January 2017

Juried exhibition of undergraduate & graduate student work. Received Merit Award & iSmile Award. Juried by Mike Petersen of 50K Design

**International Urban Media Design Conference**  
Beijing, China  
June 2016

Displayed publication design project alongside students from Seoul National University & Tsinghua University

**Halloween Exhibition**  
AIGA USD  
Vermillion, SD  
October 2014, 2015, 2016

Halloween-themed group exhibition held annually. Produced props & various decor, sold three digital illustrations

**U Discover Summer Scholar Program (\$3,000)**  
Vermillion, SD  
Summer 2013

Creative scholarship awarded to work as a designer for MIMIC

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