

AGUSTINA JACOBI

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SUMMARY

Dynamic Design Director with over a decade of experience in art direction, motion graphics, and graphic design. Expertise in managing art department operations, mentoring teams, and creating innovative designs for high-profile events featuring artists like Weezer and brands such as Harley-Davidson and Samsung. Instrumental in expanding the design department by 100% and securing new clients like Lowe's and Heineken USA. Recognized for strong leadership and strategic design insights that drive engagement and business growth.

EXPERIENCE

Head of Design, 04/2018 - Current

Proscenium - New York, NY

- Oversaw the art department by managing the day-to-day operations of the team, including scheduling, resource allocation, hiring, training, mentoring staff and reviewing graphics to ensure high quality and consistency across projects.
- Created cutting-edge design concepts for digital and print graphics for events featuring a wide range of artists, including Weezer, Barenaked Ladies, and Train, as well as leading brands like Harley-Davidson, Televisa Univision, Samsung, Qualcomm, T-Mobile, and Charles Schwab, to boost audience engagement and increase product sales. Many of these events received prestigious Ex Award and Hidden Gem accolades, highlighting their effectiveness and success.
- Contributed to a 100% expansion of the design department by recruiting top talent and fostering a collaborative team environment.
- Actively participated in high-stakes pitches and presentations, securing new clients including Lowe's, Heineken USA, and Sephora, thereby driving business growth and enhancing the company's market presence.
- Advise senior management on topics related to design strategy or processes.

Art Director & Motion Graphics Artist, 06/2016 - 03/2018

Freelance - Brooklyn, NY

- Led and art directed multidisciplinary teams of 10+ designers and animators during sales meetings and conferences, delivering high-quality visuals that built client trust, boosted sales, and facilitated successful product launches.
- Crafted dynamic creative concepts and striking visual designs for a diverse range of live events, collaborating with clients like TD Ameritrade, Harley-Davidson, Heineken USA, Manhattan Short Film Festival, Kiehl's, Urban Decay, LATV, and Revolt.TV.
- Oversaw branding and corporate identity projects, along with communication, editorial, and website design initiatives. Designed impactful presentations and promotional graphics for diverse platforms, including major conferences and live events, extending to TV and broadcast media.

Multimedia Designer, 08/2014 - 06/2016

Proscenium - New York, NY

- Created and developed engaging multimedia content, encompassing branding, title cards, name badges, promotional videos, signage,

WEBSITES, PORTFOLIOS, PROFILES

- www.agusjacobi.com/
- www.linkedin.com/in/agustinajacobi/

SKILLS

- Art & Creative Direction
- Adobe Creative Suite
- Presentation Design
- Video Editing & Motion Graphics
- Corporate Branding
- UX/UI
- 3D Modeling & Animation
- Concept Development
- Team Management
- Project Leadership
- Client Communication
- Product Management

EDUCATION AND TRAINING

Master of Arts : Design & Technology, 05/2014

Parsons The New School - New York

Bachelor of Arts : Graphic Design, 12/2009

Universidad De Palermo - Buenos Aires

Course : Design Leadership, 10/2018

Cooper Professional Education - New York

Course : Motion Graphics, 07/2015

School of Visual Arts - New York

Course : 3D Modeling, 06/2015

NYU - New York

LANGUAGES

Spanish: First Language

English:  C2
Proficient (C2)

ACCOMPLISHMENTS

- 2023 Award "Reconocimiento Talento y Orgullo" - "Talent and Pride Recognition" is an academic tribute to professionals

presentations, lower thirds, and websites. Collaborated with renowned artists like O.A.R., Sheryl Crow, and Steve Miller Band, as well as major brands such as Harley-Davidson, Heineken USA, TD Ameritrade, and T-Mobile.

- Assisted in developing marketing strategies that included multimedia components such as videos or graphics.
- Developed concepts, designs, storyboards, prototypes, and user flows for websites and mobile apps.
- Managed multiple projects from concept through completion while meeting tight deadlines.

Senior Graphic Designer, 06/2011 - 07/2014

Diseño Cronico - Buenos Aires, Buenos Aires

- Developed branding and corporate identity solutions, including editorial, packaging, and advertising materials, while creating innovative website layouts and templates to enhance user experience and meet client needs.
- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Managed all phases of new product development, including conceptualizing designs, managing milestones, and incorporating customer feedback.

Graphic Designer, 06/2010 - 06/2011

Chris Morena Group - Buenos Aires, Buenos Aires

- Designed an array of set and marketing materials for the 2010 theater shows Jake & Blake and Casi Ángeles (TeenAngels), including signage, official programs, advertisements for billboards, magazines, CD covers, name badges, banners, and all related collateral.
- Developed comprehensive brand and style guidelines, along with CD and DVD covers, promotional displays, packaging, and marketing collateral for retail environments for notable TV shows such as Jake & Blake, Supertorpe (Superclumsy), and Casi Ángeles IV (TeenAngels).
- Maintained up-to-date knowledge of industry trends in graphic design technologies.

Junior Graphic Designer, 03/2009 - 12/2009

Pierini Partners - Buenos Aires, Buenos Aires

- Utilized a range of software applications, including Photoshop and Illustrator, to produce high-quality visuals and create visually appealing packaging designs for leading brands in the beer and beauty industries, such as Axe, Rexona (Degree), Beck's, and Quilmes (national Argentine beer).
- Developed concepts and ideas based on client briefs to create innovative designs.

awarded by Palermo University.

- 2010 Third Prize "Trabajos Reales para Clientes Reales" – Branding and signage design for Historical and Cultural Heritage of Buenos Aires' Zoo. Awarded by Palermo University.
- 2008 First Prize "Banco Santander Río" – Category: Website Project Campaign. Graphic Design. Awarded by the Universidad de Palermo and Banco Río.
- 2006 First Prize "Cultura Joven" (Young Culture) – Cultural magazine. Graphic design. Awarded by Palermo University.

THE NEW YORK DESIGN EXPERIENCE

- In 2021, Agustina launched The New York Design Experience, an innovative educational program where she serves as Director. She spearheaded the development of the branding, website, and all marketing and communication materials, creating a cohesive and engaging platform for design education. Discover more at thenydesignexperience.com.

HAPPY RAINBOW BOOKS

- In 2020, Agustina co-founded Happy Rainbow Books, an online children's store specializing in educational products, where she serves as Design Director. She is responsible for product design, branding, website development, illustrations, and all marketing and social media visuals and animations, creating a vibrant and engaging shopping experience. Learn more at happyrainbowbooks.com.