

# Jesse Acevedo

## Designer and Illustrator

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### SUMMARY

Graphic designer and illustrator with 10 years of professional experience creating digital content for brands in the television and the entertainment industry. Highly proficient at working with vector art, retains a solid understanding of animation, and has a background in business management. Very dependable, easy to work with, and comfortable working within a team.

### EXPERIENCE

#### Comedy Central | Digital Designer

New York, NY | September 2019 – Present

- Provided original artworks for a series of podcasts from Comedy Central's long running hit show, "The Daily Show with Trevor Noah."
- Reformatted key art from assorted shows, stand-ups, and specials to be used on digital streaming platforms.
- Constructed memes, GIFs, and GIPHY stickers based on brand original series.
- Illustrated artwork to be used for internal company events and emails.
- Visualized concepts to help create new series promos.

#### Viacom International Media Networks | Digital Designer

New York, NY | May 2019 – August 2019

- Created assets for the BET+ streaming media app by resizing and repurposing key art from various television shows, movies, and award shows.
- Animated a demo mock-up of the BET+ app that was used in the official BET Press Release.
- Coordinated with members of other departments to obtain design files.
- Built storefront images to be used in the App Store and the Google Play Store.

#### Quidd, Inc. | Senior Designer

New York, NY | June 2016 – October 2018

- Designed and illustrated officially licensed digital trading cards, stickers, and GIFs for popular titles from Marvel, HBO, Hasbro, Valiant Entertainment, and more.
- Generated best selling and most critically acclaimed content that tripled daily revenue.
- Illustrated original stickers and backgrounds using vector art.
- Developed and optimized design templates to be used by the entire design team.
- Led weekly strategy meetings for content team.

#### Spectrum News NY1 | Graphic Designer

New York, NY | April 2012 – August 2016

- Produced graphics for company web banners, print ads, duratrans, holiday greeting cards, and political events.
- Prepared photos and other elements to be used as on-air graphics.
- Touched up and color corrected photos for talent headshots.
- Customized on-air animations for various holidays and events.

### SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Keynote
- Sketch
- Jira
- Microsoft Office
- Production Design
- Mac iOS

### EDUCATION

#### Pratt Institute

Graphic Design  
Associate's Degree  
Graduate (with Honors) GPA 3.7  
2009 – 2011

#### St. Francis College

Business Management  
Bachelor's Degree  
Graduate (Cum Laude) GPA 3.7  
2004 – 2008

### LANGUAGES

- English
- Spanish