

JEFFERSON THOMAS

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Design and Communications Professional

Visual storytelling professional responsible for creating mixed media video communications. Design style communicates creativity, humor, and joy that attracts and engages people. Projects show storytelling through design, expressive drawing, inspired color sense, and bold art direction. Solid background in filmmaking and graphic design, with an ability to innovate techniques and use technology as an artistic tool to maximize the impact of any given project. Adept at initiating and executing a wide variety of styles, for all formats and platforms. Many years of experience creating narrative content and presentations in small, dynamic teams.

Project Management
Video, Photography, Sound Editing
Web, Social Media graphics

Narrative Story Design
Print, Illustration Design
Adobe Creative Suite

Art Direction, Storyboards
Motion Graphics, Animation
Variety of Design Software

EXPERIENCE

Jefferson Thomas Creative Palo Cedro, 2000 - present

Design, planning, and execution of videos, print, and online marketing pieces to engage audiences.

Software expertise adapts with the industry: Adobe Creative Suite, Maya, iStopMotion, MS, content management

Recent video projects include:

National Tour Launch Music Video

Jonathan Foster Music Redding, CA 2021

5-minute live action music video: Vision, planning, storyboarding, videography, motion graphics, editing. Canon Videography. Adobe Creative Suite: AfterEffects, Illustrator, Photoshop, Premiere

Redding Tour Feature Videos

Wild & Scenic Film Festival Redding, CA 2021

Five 3-minute live action video spots for an online film festival. Canon videography, Illustrator, Premiere

CA Dept of Education Explainer Videos WestEd San Francisco, CA 2020

Planning, storyboarding, character design, animation of four 5-minute explainer videos. Adobe Creative Suite: AfterEffects, Photoshop, Animate, Premiere

International Album Promotional Video MarchFourth Marching Band Portland, OR 2019

Script interpretation, storyboarding, color design, animation. Adobe: AfterEffects, Animate, Premiere

Clients include:

Jonathan Foster Music, WestEd, MarchFourth!, Shasta Regional Transportation Agency, Shasta Land Trust, KIXE, George Lucas Educational Foundation, McConnell Foundation, PicMonkey, Visit Redding, University of San Francisco, Enjoy! Magazine, VolunteerMatch, Cycle Siskiyou, Great Schools, Yahoo!, Cascade Theatre, Win River Casino, Kaplan Learning, Attik, Landor, Gates Foundation, California Bicycle Coalition, Castle in the Air, Daniel Botkin, Shasta Living Streets, Nintendo.

Employment and Long-term Projects:

Public Information Assistant

Marin Municipal Water District Corte Madera, CA 2007-08

Lead Animator, Flash Designer

Riverdeep Interactive San Francisco, CA 2006-2007

Animator, Game Artist, Game Designer

Pogo/Electronic Arts San Francisco, CA 2000-2001

Animator, Character Designer, Illustrator

Microsoft Redmond, WA 1994-1999

Character Fabricator, 2-D Effects

Nightmare Before Christmas San Francisco, CA 1992-93

Animation Artist, Character Designer

Colossal-Big Pictures San Francisco, CA 1989-1991

EDUCATION

CalArts, B.F.A. Experimental Animation, Character Animation and Art Direction, 1994

Maryland College of Art and Design, A.A. Sculpture and Painting, 1983-1985

COMMENTS

“Jefferson is a delight to work with, making collaboration fun and engaging. His eye for detail and filming/editing expertise resulted in excellent video segments, posters, and production materials for our virtual film festival. He has a wide range of skills allowing him to move easily between graphic design, animation, and film. His creativity is an asset to any project or production, and I feel lucky to have had him on our team!”

– *Peggy Rebol, Executive Director, Wild and Scenic Film Festival - Redding Tour*

“The creative content that Jefferson Thomas is able to manage and deliver is unmatched. His video and graphic work from vision to release is wonderful both from a working partnership to a professional final web based and social media product. Jefferson created an elegant music video on schedule for my album release that helped me reach thousands of people this past year.”

– *Jonathan Foster, Singer-songwriter, JonathanFosterMusic.com*

“I value your work and flexibility on this video project. Our client at the California Department of Education is really happy with the output and I really appreciate everything you put into it.”

– *Jessica Arnold, Senior Engagement Manager, WestEd*

“The video has a fun, retro feel. There’s something about what the animator did that struck a totally unexpected chord with me. I loved Rocky and Bullwinkle and this feels like a nod to that style.”

– *John Averill, "Magic Number" Composer, Manager MarchFourth Marching Band*

“Jefferson produced all of the Reward and Song Animations for Destination Reading targeted to 4th - 8th grades. He successfully created concepts, sketches, onscreen designs and Flash animations single-handedly on strict timelines. Everyone in the company adored Jefferson's animations, which became the most popular "demos" for Marketing and Sales.”

– *Fern Friedman, Creative Director, Riverdeep Interactive Learning*

“Jefferson did such a great job creating fun, high quality animations for our project at Riverdeep, that I hired him again, several times, while producing our new educational product at SCORE! Educational Centers. Jefferson has a keen understanding of animation timing, and an innate sense of humor. The end product is always so good, that our VPs and Marketing folks like to use them in their presentations. Jefferson will always be my first choice for all my animation work.”

– *George Whiting, Lead Designer, Riverdeep Interactive Learning*

“Jefferson is one of the most talented animators that I know. Not only is he talented but he has one of the best attitudes out there. He is always positive and it is rare not to see him with a smile on his face. His talent and humor shine through in everything he tackles.”

– *Charles Wedge, Content Design Specialist, Riverdeep*

“Great design” – *Bill Plympton*

“Jefferson is a delight to work with. He's everything you want in an artist/animator/flash designer: fully engaged, fun, highly skilled, and creates beautiful, spot-on work for each project he does.”

– *Rachel Li, User Interface Designer, Pogo.com*

“Jefferson Thomas, in my experience of working with him in the 'early days' of MSN Creative, was and remains one of the clear voices in the increasingly muddled world of online communications. Bringing with him an extensive knowledge of traditional animation techniques, coupled with his innate curiosity and humor, he uses this combination of old and new tools to connect with and communicate to his audience.

His early experimentations with low-bandwidth Flash and Director applications helped create the voice of MSN. JT recognizes and creates concepts, and can bring together business requirements, storytelling and fun, to bring forth the best of what the web can do.”

– *Ted Witus, Web Designer, Microsoft Network*

“One of the best things I saw on MSN” – *Time Magazine*