JACOB ROSENFELD

Digital Creative
Deerfield, Illinois

https://jacobrosenfeld.net
847 . 514 . 5913

STATEMENT

Accomplished imaging and design professional with 23 years of experience. Background in architecture has made me a critical and creative three-dimensional thinker — comfortable in communicating ideas visually, verbally and in writing. While originally trained to create dynamic spatial experiences, I've opted to put my design and visualization skills to work in digital media. Over the course of my career I've cultivated a solid skillset in photography, web/graphic design, print, UI, and information technology -- and extensive knowledge of today's most relevant hardware and software tools.

EXPERIENCE

★ **NAVEPOINT** (Consultant 2018 – Present)
Product Photographer / UI Designer / Coder / IT
› Created content, including all aspects of: product photography, post-production and asset management.
› Architected in-house content server; racked and cabled servers, switches, firewalls and misc. hardware.
› Served as in-house lead designer and custom content-creator for re-development of BigCommerce website.
› Designed all product sell sheets, spec sheets, barcoded inventory labels, and in-house branded logo apparel.
› HTML/CSS coder for company eBay store templates.

★ **4D** (Owner 1997 – Present)
Product, Architecture, Drone Photographer
› Highly skilled at ingesting client's vision and directing the shoot to capture subject at most discernable angles.
› Proficient in manipulating light to capture products and space -- both in studio and on-location.
› Adept at capturing/processing HDR (High Dynamic Range) composite images.
› Certified by the FAA with a Part 107 Drone License (1997-1999).
› Created dynamic aerial imagery for residential, commercial and industrial clients.
› Extensive post-production experience – non-destructive editing, luminance, color, masking, compositing & healing.

Graphic / Print Designer
› Led meetings and delivered creative concepts, pitches, & ideations to clients with professionalism and high energy.
› Designed eye-catching marketing pieces, logos, taglines and associated digital and print materials.
› Managed entire process from initial sketches to vector / raster design development.
› Experienced in materials specifications, production coordination and quality control oversight.
› Created print ads, digital ads, stickers, business cards, restaurant menus and direct mail advertising pieces.
› Scanned thousands of paper products in effort to archive and create clean digital composite layouts.

Web Designer / Developer
› Ability to understand client/brand objectives and translate them into creative solutions that exceed expectations.
› Development work now mostly centered around WordPress.
› Experienced in basic HTML & CSS coding; FTP; WordPress theme vetting, installation and customization.
› Skilled in website QA testing and issue logging.
› Managed domain name acquisitions, transfers & management; DNS configuration & management.
› Handled all hosting provisioning, uptime monitoring & web analytics set-up.
› Performed client email migrations and deployments.
› Executed e-marketing campaign set-up.

★ **GLAZEWARE** (Consultant 2016 – 2017)
Product Photographer / IT Support
› Photographed, post-processed and managed final assets of 200+ products for both web & print catalog.
› Designed offsite backup system and re-organized cloud data architecture to simplify sharing of assets with clients.
› Contributed to various graphic design tasks.

★ **DIRECTOR SEARCH** (Consultant 2015 – 2016)
UI/UX Designer
› Re-designed UI/UX for online search tool aimed at revolutionizing executive search industry.
› Transformed complex information workflows – oftentimes with an extreme number of variables – into logical. unintimidating, and aesthetically pleasing interactive elements.

★ **USA GROUP** (Consultant 1999 – 2007)
Senior Network Administrator
› Managed in-office datacenter on a 24/7 basis.
› Provided complete hardware/software support for all workstations/servers.
› Racked & cabled all new server and networking equipment installs.
› Audited server storage/performance; designed/implemented remote monitoring and notification workflows.
› Monitored and maintained network security infrastructure.
› Created/executed nightly, monthly and off-site data backup rotation system.
› Developed all technical relationships with vendors for preventative maintenance and mission-critical operations.

EDUCATION

★ **ROGER WILLIAMS UNIVERSITY**
May 1997
School of Architecture
Bachelor of Architecture

★ **STUDY ABROAD**
Fall 1996
Architecture & Historic Preservation
London, U.K.

COMPETENCIES

★ **SOFTWARE**
Adobe Creative Cloud
(Photoshop, Lightroom, Illustrator, Premiere Pro, XD)
Microsoft 365 (Word, Excel, Powerpoint)
HDR (Aurora HDR, Photomatix)
FTP (Transmit)
Code Editing (Coda2, Sublime Text)
MacOS / iOS / Windows

★ **HARDWARE**
Macs/PCs/Servers/Tablets
RAID Storage Arrays, Network Attached Storage,
Cloud Storage
Wired/Wireless Networking
Redundant Power Systems
DSLRs, Studio Lighting/Support Equipment
Drones / UAV Imaging
Flatbed and Document Scanners
Color Calibration

PUBLISHED

★ **IMAGES / AD DESIGNS FEATURED**
Photos and digital ads have been featured in the following publications: Chicago Tribune, Chicago SunTimes, Sheridan Road Magazine, Modern Luxury Brides – Chicago, Pioneer Press, Ravinia Magazine.

ADDITIONAL ACCOMPLISHMENTS

★ **SPEAKER – PHOTOGRAPHY SEMINAR, CACCA, CAPS**
Invited by the Chicago Area Camera Club Association (CACCA) to lead a seminar on the art of HDR photography at their bi-yearly Chicago Area Photo School (CAPS) event hosted by the Elgin Community College.

★ **PRESIDENT HOA** (2003 – 2012)
Served as President of a 51-unit homeowners association for 9 years. Experience included: contract negotiations, budgeting and finance, dispute resolutions, litigation, beautification, and property management.