



JODY METZGER

Design | Video | Motion | Art Directing

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BIOGRAPHY



I am a videographer, motionographer and graphic designer living in SLC, Utah.

I am excited about developing design and video concepts, executing these ideas and leading creative teams to successful outcomes.

I consider myself an artist and storyteller and I love to use all mediums to create a unique and engaging voice.

INFORMATION

Date of birth: 20 August
Place of birth: Salt Lake City, Utah
Family: Married
Dependents: 2 Kiddos, 2 dogs

EDUCATION

2011 Rocky Mountain College of Art + Design
B.F.A., Graphic Design
Magna Cum Laude Honors

WORK EXPERIENCE

Present ● **Intermountain Healthcare, Marketing and Communication**
Key Bank
Developer of video and multi-media projects to include motion graphics, animation, and design. Managed projects and developed strategic content by crafting scripts, visual story boards and proposals to gain approval from stakeholders. Maintained artistic relations with the creative team and leadership by promoting a weekly creative review report to support awareness and consistency in designs, language, and visual storytelling.

2017-19 ● **Intermountain, Primary Children's Hospital**
(Jan 2017 - Dec. 2019)
100 Mario Capecchi Dr, Salt Lake City, UT 84113
Creative director, writer and editor, project manager and team lead for pediatric education to include patient and family materials (books, videos, handouts), staff education (CBTs, signage, teaching aids), and conferences (brochures, mailers, signage).

2013-17 ● **UCHealth** (Aug 2013 - Jan 2017)
4630 Snow Mesa Dr., Fort Collins, Colorado
Managed design projects by coordinating with other team members and senior directors. Executing concepts and providing feedback for printing, digital execution and video. As a designer, my responsibilities included: advertisements, fliers and brochures, billboards and banners, web and email design, logo design, video editing, motion graphics, art directing and project coordination.

2012-13 ● **One Tribe Creative** (Nov. 2012 - Aug. 2013)
200 S. College Ave., Fort Collins, Colorado
Concepted and executed identities, advertising, collateral, web design, case studies and executive summaries.

2011 ● **Kidrobot** (Feb. 2012 - Oct. 2012)
1468 Pearl St., Boulder, Colorado
Developed concepts and finalized design for Kidrobot's house of brands, including brand positioning, identity and experience design, collateral design, advertising campaigns, sales assets, apparel design, packaging and photography direction.

2009 ● **U.S. Army** (Staff Sergeant, writer, photographer, designer) (1999 - 2009)
Supervised and assisted in a dynamic working environment of public affairs to include brand journalism, photography, video, graphic design and print production. As a supervisor for the headquarters Public Affairs section my responsibilities included layout and design, writing, editing and coordinating with printers to produce weekly and bi-weekly publications.

CREATIVE SKILLS

Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●○
Indesign	●●●●●●●●●○
Concepting	●●●●●●●●●●
Script writing	●●●●●●●○●○
Premiere	●●●●●●●●●○
After Effects	●●●●●●●●●○
Writing	●●●●●●●○●○
Typography	●●●●●●●●●○
Photography	●●●●●●●●●○
Audio	●●●●●●●●●○
Video	●●●●●●●●●○

MANAGING AND DIRECTING SKILLS

Team work	●●●●●●●●●●
Communication	●●●●●●●●○●
Organization	●●●●●●●●○●
Deadline focused	●●●●●●●●●●
Management	●●●●●●●●○●
Leadership	●●●●●●●●○●

HOBBIES AND INTERESTS

