

JEN SCHWARTZ

INFO

Jen-Schwartz.com

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Brooklyn, NY 11218

EDUCATION

Maryland Institute

College of Art, 2007

Baltimore, MD

BFA Animation, Cum Laude

SKILLS

Creative Direction

Branding Strategy

Social Impact

Adobe Creative Suite

EXPERIENCE

TaskForce LLC | NYC 2020–present

VP of Creative

Oversee a staff of eight and a team of over 100+ freelancers. In charge of departmental growth (recruitment) and production systems for creative including gifs, memes, AR lenses, live shoots, out-of-home, as well as digital and print campaigns around social impact. Clients include United Nations, MTV, California State, Los Angeles County, Nuclear Threat Initiative, Fair Chance Hiring, Planned Parenthood, Womens March and more.

Showtime Networks | NYC 2017–2020

Senior Art Director

Art directed on-air and OOH campaigns for shows including Ray Donovan, Homeland, L Word, Loudest Voice, City On A Hill, Billions, and Desus & Mero. Directed several live-action shoots and worked cross-departmentally to create cohesive 360 campaigns for programming.

MTV Networks | NYC 2017

Director of Motion

Oversaw 10 staff and 20 freelancers. Created on-air, live screens, and out-of-home graphics for Video Music Awards, TRL Rebrand, & various on-air series.

Showtime Networks | NYC 2012–2017*

Freelance Senior Designer & Animator

Designed and animated on-air and OOH campaigns for shows including Homeland, Ray Donovan, Episodes, Masters of Sex, and Showtime Documentaries. *Permalence

NRDC | NYC 2016

Freelance Senior Designer & Animator

Designed and animated digital social campaigns for climate change awareness. Worked directly with VP Creative on content.

Rubin Museum | NYC 2016

Freelance Art Director

Designed and animated digital and in-museum video pieces for several ongoing lecture series.

Logo TV | NYC 2010–2016

Freelance Senior Designer & Animator

Oversaw several junior staff and freelancers. Led a channel redesign, and worked on campaigns for tentpole shows like RuPaul's Drag Race and Drag Race All-Stars.

Blue State Digital | NYC 2013–2016

Freelance Senior Designer & Animator

Independently designed and animated digital content pieces for clients including Our Health California & Ford Motor Company.

Nickelodeon | NYC 2010–2011, 2016

Freelance Senior Designer & Animator

Part of the in-house team creating on-air promos for shows including Spongebob, iCarly, and the Kids Choice Awards.

Luxottica (Ray-Ban) | NYC 2011–2012

Art Director & Animator

Created a design package for a social campaign called "Never Hide". Independently hired contractors and reached out to record labels to work with for music.

Creative Group | NYC 2010–211

Freelance Senior Designer & Animator

Designed and animated live award performance screens for "Country Music Awards" for Blake Shelton, Reba McEntyre & Taylor Swift. Worked closely with artist teams to ensure vision.

MTV Networks | NYC 2006–2010

Designer & Animator

Lead animation for 2010 channel redesign, worked on VMAs, MTVu Woodie Awards, On-air promo packaging and OOH campaigns.

OTHER

Volunteer with non-profit, 'Womankind', guest speaker at SVA and FIT, traveler & crossword enthusiast.

ACCOLADES

2023 Anthem Award | Silver
Diversity, Equity & Inclusion:
Local Awareness Campaign

Creative Director
"Los Angeles vs Hate"

2018 Clio | Gold

Art Director
"Billion dollar Lines"

2018 Promax BDA | Bronze

Art Director
"The Trade" Trailer

2018 Promax BDA | Bronze

Director of Motion
"TRL Relaunch"

2018 Promax BDA | Gold

Director of Motion
"2017 VMA Campaign"

2018 The One Club | Bronze

Director of Motion
"TRL Relaunch"

2015 Promax BDA | Gold

Animator
"7 Deadly Sins"

2014 Promax BDA | Silver

Designer & Animator
"Masters Of Sex" Promo
Campaign

2014 Promax BDA | Silver

Designer & Animator
"Masters Of Sex" Art Direction

2014 Promax BDA | Bronze

Designer
"Ray Donovan" Tease

2013 Promax BDA | Silver

Designer & Animator
"RuPauls Drag Race All Stars"

2013 Creativity Awards | Hon.
Mention

Designer & Animator
"RuPauls Drag Race All Stars"

2013 Creativity Awards | Hon.
Mention

Designer & Animator
"RuPauls Drag Race Season 5"
Campaign

2011 The One Club | Gold

Designer & Animator
MTV Channel Redesign

2010 AIGA | Design

Effectiveness
Designer & Animator
MTV Channel Redesign

2008 Art Directors Club |
Merit

Animator
MTV "Discover & Download"
Campaign

2008 Promax BDA | Bronze

Animator
MTVu "Woodie Awards"
Campaign

2008 The One Club | Merit

Animator
MTVu "Woodie Awards"
Campaign

2008 Creativity Awards |
Silver

Animator
MTVu "Woodie Awards"
Campaign