

jeremiah jacobs

creative director & brand designer

Creative Director with over two decades of experience in delivering results through creative leadership, visual design, and production management for marketing initiatives.

- Accomplished designer and seasoned director of creative production
- Highly proficient in brand experience design and creative production for corporate events
- Deep experience in architecting, designing, and managing development of large website systems
- Successful manager of creative teams with the ability to recruit creative talent

DEC 2023–PRESENT

Creative Director

Pryon

Generative AI and technology company

work remotely

- Lead creative strategy, design, and production across all brand initiatives, managing internal teams and coordinating with external vendors to ensure seamless execution of creative projects and deliverables.
- Provide strategic vision and design deliverables for company sponsorship events, digital campaigns, executive presentations, videos, and collateral to support marketing initiatives.
- Led the design and development of a new visual identity system, including a comprehensive brand guideline book, and created a website design language system while managing the development of a Webflow-based website.
- Developed and produced motion design standards, including the creation of company explainer videos, demo videos, and animated ads.

SEP 2014–DEC 2023

Creative Director

C3 AI

Enterprise AI and technology company

worked on-site at office in Redwood City, CA

- Directed creative strategy and department operations for all marketing production efforts, including digital campaigns, website design systems, event experience design, email campaign design, video and motion graphics, and executive keynote presentations.
- Recruited, led, and nurtured a high-performance creative services team for over six years, reporting directly to the Chief Marketing Officer (CMO).
- Spearheaded the development of C3 AI's visual identity, brand guidelines, and comprehensive visual systems, including sub-brands such as C3 AI CRM, C3 AI Ex Machina, and C3 Generative AI.
- Designed and implemented a UX design system and UI visual language for the C3 AI corporate website, establishing an efficient designer-to-developer workflow within the WordPress CMS.
- Developed end-to-end experience design, visual brand strategy, and production processes for five consecutive years of the C3 Transform user conference, along with 12–15 annual marketing sponsorships and thought leadership events.
- Led the strategic story development, design, and illustration of corporate presentations, working directly with CEO Tom Siebel on numerous high-profile keynote presentations.
- Oversaw creative and visual design for affiliated entities, including BakerHughesC3.ai, the C3.ai Digital Transformation Institute, and the Siebel Energy Institute.

MAY 2013–SEP 2014

Creative Director

FreemanXP

Event and experience design agency

worked on-site at office in San Francisco, CA

- Directed the creative development, design, and production of RFP marketing event proposals for prospective clients, including Google, HP, and VMware.
- Directed 2D graphic design across multiple trade show events, including L'Oréal's Matrix national booth.
- Led art direction and creative development for executive keynote and PowerPoint presentations, ensuring impactful and visually cohesive storytelling.
- Creative direction and design lead of attendee acquisition and branded environments for the 2013 and 2014 SumTotal, Total Connections user conference events.

FREELANCE 2010–2013

Art Director

Netsuite

San Mateo, CA

Art Director

George P. Johnson

San Carlos, CA

Art Director

SOMA Magazine

San Francisco, CA

- Led design efforts for high-profile projects, including NetSuite SuiteWorld conferences, RFP event proposals, and magazine publications.
- Developed visual brand strategies, in-depth style guides, and cohesive customer journeys through event activations, on-site displays, and digital/print collateral.
- Designed and managed branded content such as show materials, RFP decks, keynote presentations, and editorial layouts under tight deadlines.
- Collaborated with cross-functional teams, including editors, creative directors, and production designers, to execute projects efficiently while meeting rigorous brand and quality standards.

EARLY CAREER 1998–2010

Art Director

C3 Design

Vail, CO

Senior Graphic Designer

Jobsite Inc.

Grand Junction, CO

Senior Graphic Designer

CBRE

Phoenix, AZ

- Developed creative strategies for branding, marketing collateral, and digital assets across various industries, including real estate, construction, and consumer products.
- Managed client budgets, orchestrated project execution, and oversaw design teams to deliver high-impact presentations, trade show booths, and online media.
- Designed and implemented brand strategies, including visual identities, websites, UI/UX, and SEO campaigns, resulting in increased sales and market recognition.
- Advanced from entry-level designer to senior roles, leading projects such as client reports, marketing materials, and innovative products like wall art sold online.

EDUCATION 1996–1999

Bachelors of Arts Visual Communications

Collins College

Tempe, AZ

Graduating with honors, I built a strong foundation as a visual artist at Collins College (formerly AI Collins Graphic Design School), where I completed a rigorous curriculum centered on the core principles of graphic design.