AGUSTINA JACOBI

Design Director | Events, Branding, Motion Graphics & Web Design
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SUMMARY

Design Director with over a decade of experience leading design and motion teams for corporate events, brands, and digital products. Most recently Head of Design at Proscenium, a New York events agency, where she built and ran the art department responsible for the visual identity of every event the agency produced — working with brands including SAP, Harley-Davidson, Heineken, Samsung, T-Mobile, and Charles Schwab. Now works as an independent Design Director, leading creative direction on branding, web design, and motion graphics projects while continuing to serve as a design partner for agencies and companies producing corporate events across the US and internationally. Leads a small team of freelance designers and animators based in Argentina, enabling parallel delivery across multiple concurrent client engagements.

EXPERIENCE

Design Director / Independent Consultant — Freelance
January 2026 – Present | United States & Argentina

- Lead creative direction end-to-end — from concept and brand strategy through final animated and print deliverables — for clients including a leading NY-based event production agency.
- Core work spans full motion graphics packages for live and virtual events (social content, digital venue branding, stage graphics, speaker animations), presentation design for executive and investor audiences, brand identity development for companies and events, and web design projects.
- Manage a small team of freelance designers and motion artists based in Argentina, enabling parallel delivery across multiple concurrent client projects without compromising creative quality or consistency.
- Maintain a long-standing client relationship with Manhattan Short Film Festival dating back to 2014.

Head of Design — Proscenium — Experiential Live Events
April 2018 – December 2025 | New York, NY

- Led and scaled the art department, overseeing day-to-day operations including staffing, scheduling, resource allocation, hiring, onboarding, mentoring, and performance review — ensuring consistently high visual standards across all client and internal work.
- Directed design systems and visual concepts across digital, print, motion, and large-scale event environments for global brands including Harley-Davidson, Samsung, Qualcomm, T-Mobile, TelevisaUnivision, and Charles Schwab, and major artists such as Weezer, Barenaked Ladies, and Train.
- Played a pivotal role in expanding the design department by 100%, recruiting top creative talent and fostering a collaborative, high-performance culture.
- Partnered with executive leadership on high-stakes pitches and presentations, contributing to the acquisition of new clients including Lowe's, Heineken USA, and Sephora.
- Acted as a strategic advisor to senior leadership on design vision, creative processes, and operational improvements supporting scalable growth.

Art Director & Motion Graphics Artist — Freelance
June 2016 – March 2018 | Brooklyn, NY

- Led and art directed multidisciplinary teams of 10+ designers and animators across high-stakes sales meetings, conferences, and brand experiences for clients including TD Ameritrade, Harley-Davidson, Heineken USA, Kiehl's, Urban Decay, Manhattan Short Film Festival, LATV, and REVOLT.TV.
- Oversaw branding and corporate identity initiatives, along with communication, editorial, and website design projects, ensuring cohesive visual storytelling across touchpoints.
- Designed presentation ecosystems, motion graphics, and promotional assets for conferences, live events, and broadcast environments.

Multimedia Designer — Proscenium
August 2014 – June 2016 | New York, NY

- Created multimedia content spanning branding, title cards, name badges, promotional videos, signage, presentations, lower thirds, and websites for artists including O.A.R., Sheryl Crow, and Steve Miller Band, and brands including Harley-Davidson, Heineken USA, TD Ameritrade, and T-Mobile.
- Developed concepts, designs, storyboards, prototypes, and user flows for websites and mobile apps.
- Managed multiple projects from concept through completion while meeting tight deadlines.

Senior Graphic Designer — Diseño Crónico
June 2011 – December 2013 | Buenos Aires, Argentina

- Developed branding and corporate identity solutions, including editorial, packaging, and advertising materials, while creating website layouts and templates to enhance user experience.
- Managed all phases of new product development, from conceptualizing designs through milestone tracking and client feedback incorporation.

Graphic Designer — Cris Morena Group
November 2009 – November 2010 | Buenos Aires, Argentina

- Designed set and marketing materials for the 2010 theater productions Jake & Blake and Casi Ángeles (TeenAngels), including signage, programs, billboard and magazine advertisements, CD covers, name badges, and banners.

- Developed brand and style guidelines, along with CD/DVD covers, promotional displays, and retail marketing collateral for TV productions including Jake & Blake, Supertorpe, and Casi Ángeles IV.

Graphic Designer — Pierini Partners
April 2009 – September 2009 | Buenos Aires, Argentina

- Produced packaging designs and visuals for leading beer and beauty brands including Axe, Rexona (Degree), Beck's, and Quilmes.
- Developed concepts based on client briefs to create innovative packaging designs.

INDEPENDENT VENTURES

Co-Founder & Design Director — Happy Rainbow Books
2020 – 2025 | United States

- Co-founded an online children's store specializing in educational products. Led product design and product management end-to-end — from concept and manufacturing coordination in China through import and launch in the US market.
- Owned branding, website development, illustration, and all social and marketing content, creating a cohesive shopping experience from product to storefront.

Founder & Director — The New York Design Experience
2021 – 2024 | New York, NY

- Founded and directed an educational program for design students; led development of the brand identity, website, and all marketing and communication materials for the platform.

EDUCATION & TRAINING

Master of Fine Arts (MFA), Design & Technology — Parsons School of Design, New York (2012 – 2014)

Bachelor's Degree, Graphic Design — Universidad de Palermo, Buenos Aires (2005 – 2009)

Design Leadership — Cooper Professional Education, New York

Cinema 4D & After Effects (3D Modeling & Motion Graphics)

SKILLS

Design Leadership & Art Direction • Experiential & Event Design • Brand Systems & Visual Identity • Motion Graphics & Animation • Presentation Design • Web Design • Team Management & Mentoring • Client Communication & Pitching • Adobe Creative Suite • Cinema 4D • Figma • Keynote & PPT
AI-Assisted Design: Claude, ChatGPT, Adobe Firefly/AI, Midjourney

LANGUAGES

Spanish (Native or Bilingual) • English (Fluent, C2)

HONORS & AWARDS

Reconocimiento: Talento y Orgullo — Academic recognition for professional achievement, Universidad de Palermo