Jesse Acevedo

Designer & Visual Storyteller

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SUMMARY

Senior visual designer and motion graphics artist with 15+ years of experience creating entertainment and media content across broadcast, streaming, social, digital, and licensed products. Combines graphic design, illustration, and motion to translate stories, characters, and brands into engaging visual experiences.

EXPERIENCE

Comedy Central | Digital Designer and Motion Graphics Artist

New York, NY | September 2019 – December 2025

- Developed logos, style frames, motion graphics, spots, trailers, and social content for Comedy Central and Paramount programming.
- Shaped visual storytelling across broadcast, streaming, and social platforms in collaboration with producers and creative teams.
- Owned high-volume, multi-format assets from concept to delivery under tight deadlines.

Viacom International Media Networks | Digital Designer

New York, NY | May 2019 – August 2019

- Produced launch assets for the BET+ streaming platform, adapting key art, recreating logos, and preparing digital assets across mobile, tablet, and TV.
- Built an animated app mockup used in the platform's official press materials.

Quidd, Inc. | Senior Designer

Brooklyn, NY | June 2016 – October 2018

- Designed officially licensed digital collectibles for Marvel, HBO, Sony, and other entertainment brands, contributing to top-selling releases that tripled daily revenue.
- Created collectible designs, logos, packaging, illustrations, and animated treatments while collaborating with producers and licensors.
- Developed reusable production templates and mentored designers to improve creative consistency and workflow.

Spectrum News NY1 | Graphic Designer

New York, NY | April 2012 – August 2016

- Produced broadcast graphics, maps, charts, promotional campaigns, and editorial visuals for daily news coverage.
- Expanded into motion graphics, producing animated graphics and seasonal network packages while maintaining NY1's visual identity.

Marvel Entertainment | Creative Services Intern

New York, NY | June 2010 – December 2010

- Created artwork, patterns, templates, and digital assets for official Marvel Style Guides.
- Organized reusable templates and digital asset libraries, helping streamline production.

SKILLS

- Visual Storytelling
- Motion Graphics
- Broadcast Design
- Brand Identity
- Title Design
- Logo Animation
- Social Campaigns
- Licensed Entertainment
- Consumer Products

TOOLS

- Photoshop
- Illustrator
- After Effects
- InDesign
- Procreate
- Wrike
- Jira
- Slack

EDUCATION

Pratt Institute

Graphic Design
Associate's Degree with Honors (GPA 3.7)
January 2009 – May 2011

St. Francis College

Business Management
Bachelor's Degree
Cum Laude (GPA 3.7)
September 2004 – May 2008

LANGUAGES

English, Spanish