

Education

2006-2010
Andrews University
BFA in Graphic Design
cum laude

Technical Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Bridge
Adobe Animate
Adobe Premiere
Final Cut Pro
Ableton Live
Wordpress
TypeWell
Mac and Windows operating systems

Copywriting and editing
Video and sound editing
2D Animation
3D Printing
Live captioning & transcription
Studio and field photography
Paper structure design
Lasercut structure design

Publications

"Making Animated Records" (Video)
Super Deluxe, December '17

"How to Make a Phenakistoscope" (Video)
INSIDER Art, April '17

"Artist Drew Tetz Makes Mesmerizing Art You Play on a Turntable"
Billboard, March '17

"Daedelus' New Music Video Uses the Original GIF Machine"
Vice Creators Project, November '16

"Design a Phenakistoscope for a Mesmerizing Spinning Optical Illusion"
Make., October '16

"Fixed Friday" Tutorial Series
YoYoNews, January-December '13

Work Experience

Designer
Freelance Design
Concept, create, & implement designs across a number of mediums for a wide range of clients, including Mute Records, Yoyofactory, Big Machine Label Group, They Might Be Giants, Rostrum Records, and more.
May 2010–present

44RPM
Founder and Creative Director
Lasercut toy concepting and development; product and packaging design, social media management, video and photography direction. The brand has released over a dozen toys and continues to expand.
December 2014–present

Real-Time Captionist
RIT/NTID
Use transcription software to live caption classes at the Rochester Institute of Technology, facilitating classroom communication access for the deaf & hard of hearing student population.
September 2017–Present

Mind Over Media
Staff Designer
Develop and implement media solutions for clients from non-profit and humanitarian aid sectors, including print pieces, video editing and transcription, web development, and logo creation.
March 2011–December 2015

Canandaigua Primary-Elementary
Classroom Aide
Assist in 3rd and 4th grade classrooms, both with full class activities and as a one-to-one aide for special needs children.
October 2016–May 2017

Duncan Toys
Demonstrator and Consultant
Illustrated for packages and products, consulted on toy design, created promotional videos, and served as special guest performer at events. Proposed and led product development on original mass market "Groove Kendama" toy. I continue to assist with design and consulting as a contractor.
June 2007–March 2015

Projects of Note

Midland "On the Rocks" Animations (for Big Machine Label Group)
Produced a series of eight "animated records" to accompany songs on Midland's Grammy-nominated album *On the Rocks*. The resulting videos have had over 870,000 plays on YouTube.
September 2017

Cornelius "Mellow Waves" Album Design (for Rostrum Records)
Localized design & packaging for the US release of Cornelius' *Mellow Waves*. In addition to updating art, I engineered a gatefold pop-up for the special edition LP & created an original phenakistoscope insert.
December 2017

Animated Business Cards (Self-Directed)
Designed a set of business cards that appear to animate when viewed through a camera on a turntable. The corresponding videos have received over 16 million views on social media.
March 2016

Duncan Groove Kendama (for Duncan Toys)
Proposed an original invention to Duncan Toys and worked with their team to successfully bring it to market. In addition to designing the product, I worked on the logo, instructional illustrations, tutorials and promotional videos.
August 2015

L'Orange "The Everyday Illusion" Video (for Mello Music Group)
Directed, edited, & illustrated a music video for producer L'Orange. I also provided art for the physical version of the album.
September 2017

"Special Re:Quest" Animated Records (for Magical Properties)
Designed and manufactured a suite of 14 phenakistoscopes (analog animated discs) for a music video collaboration with L.A. musician Daedelus, featuring over 50 unique video loops and an accompanying zine.
October 2016