

# MARKS AND SPACES

JESSIE MARKS RUBENSTEIN | jessierubenstein@gmail.com | 617.504.1462

## BIOGRAPHY

Jessie Rubenstein uses interactive storytelling to create brand experiences, exhibitions and interactive media for museums, corporations, universities, and non-profits. Blending an academic background in psychology and interior architecture with professional experience in exhibition and program design, she creates innovative, content driven designs that speak to diverse audiences.

## EXPERIENCE

ADJUNCT FACULTY, BOSTON UNIVERSITY  
Boston, MA, September 2015–present

CREATIVE DIRECTOR | FOUNDER, MARKS AND SPACES  
Boston, MA, October 2010–present

- Museum planning, exhibition design, corporate experiences, multimedia design, project management and environmental graphic design
- Works with museum staff and administrators, corporations, architects, and designers to visualize experiential goals for clients
- Producing layered environments that leverage the art of storytelling and reach across media, combining artifacts, cutting edge technologies, interactive elements, and theatrical techniques to deeply engage visitors
- Skilled in integrating multimedia and user-generated content into exhibitions

DESIGNER | PROJECT MANAGER, METLIFE  
Boston, MA and New York City, NY, 2010-2013

- Creative and interpretive development of the MetLife Brand Experience
- Design and implementation of video studio sets
- Stage and environmental graphics designs for conferences and events

STUDIO DESIGNER | PROJECT MANAGER, EXPERIENCE DESIGN, INC. (FORMERLY KRENT/PAFFETT/CARNEY, INC.)

Boston, MA, October 2005–2010

- Responsible for overall 3D design, creative direction and project management of exhibitions, from concept generation through detail of construction documents and installation
- Primary point of contact between all consultants (fabricators, graphics, media, etc.)
- Lead client and board presentations and actively participated in new business development

PROGRAM COORDINATOR, HYDE PARK ART CENTER  
Chicago, IL, 2004-2005

- Planned and designed youth-based art exhibitions
- Designed curriculum for youth art program
- Coordinated design and layout of quarterly newsletter and event and program publicity

FIELD ASSISTANT, MARY JANE JACOB  
Spoleto Festival USA, Charleston, SC, 2005

- Initial research and planning for Gullah/Geechee community center, including oral history documentation and site analysis

## EDUCATION

Master of Fine Arts, Interior Architecture, The School of the Art Institute of Chicago, Chicago, IL, 2005

Bachelor of Arts, Psychology, The Colorado College, Colorado Springs, CO, 2000  
University of Otago, Dunedin, New Zealand, 1999

# MARKS AND SPACES

JESSIE MARKS RUBENSTEIN | jessierubenstein@gmail.com | 617.504.1462

## AWARDS

National Association for Interpretation Multimedia Award, Trade Canoe for Don Quixote, Denver Art Museum, Third Place, 2012  
AAM MUSE Award, Interactive Kiosks, Trade Canoe For Don Quixote, Denver Art Museum, Honorable Mention, 2011  
AAM MUSE Award, Multimedia Installations, Life in Balance, Louisiana State Museum, Honorable Mention, 2011  
AAM MUSE Award, Multimedia Installations, What's Going On?, New Jersey Historical Society, Bronze, 2009  
Metropolis Magazine's Editors Award, International Contemporary Furniture Fair, 2005  
Master of Fine Arts Award, School of the Art Institute of Chicago, 2005  
School of the Art Institute of Chicago Leadership Award, 2005

## CLIENTS

Walter Clore Wine and Culinary Center, experience design, 2016  
Boston Productions, experience design and project mangement, 2010-ongoing  
WBMason, event design, 2014  
Point State Park, creative support, 2014  
Miami Museum of Science, project management, 2014  
Lipton Naturals Ice Tea, experience design for traveling RV exhibit, 2011  
Silver Lake Nature Center, creative support, 2010  
MetLife Brand Center, experience design and project mangement, 2005-2010  
The Mob Museum, creative support, 2010  
The Federal Reserve Bank of Boston, experience design and project mangement, 2010  
Puget Sound Naval Museum, experience design and project mangement, 2010  
Texas A&M University, experience design and project mangement, 2010  
Montclair University, experience design and project mangement, 2010  
Louisiana State History Museum, experience design and project mangement, 2010  
Denver Art Museum, experience design and project mangement, 2010  
Heritage Harbor Museum, experience design and project mangement, 2010  
The New Jersey Historical Society, experience design and project mangement, 2008  
The Broad Institute, experience design, 2008  
Vermont Folklife Center, experience design, 2008  
Bangor Museum and Center for History, experience design, 2008  
Northern Forest Center, experience design for traveling RV exhibit, 2007  
Roxbury Literary Annual, graphic design, 2006  
Cross Retail Ventures, graphic design, 2006

## LECTURES AND PUBLICATIONS

"Placemaking," panelist, Society for Enviromental Graphic Design Cranbrook Symposium, 2009  
"Making Time," interview by Pat Knapp, SEGD Magazine, 2009, No. 24  
"Boston as a site for contemporary art," panelist, College Art Association Conference, Boston, MA, 2006  
"Editor's Award Winners," interview, Metropolis Magazine, 2005

## AFFILIATIONS

School of the Museum of Fine Arts Medici, co-chair, 2015-  
Society for Environmental Graphic Design, member  
Professional Association for Design (AIGA), member