



**PORTFOLIO SITE:**  
jenniferjacobsondesign.com



**LINKEDIN PROFILE:**  
linkedin.com/in/  
jennifer-jacobson-design

## INDUSTRY SKILLS

- Art director
- Graphic designer
- Production artist
- Editorial designer
- Web content designer
- App designer
- Studio photo director
- Photo shoot producer
- Invitation designer
- Video editor
- Project manager

## TECHNICAL SKILLS

Adobe Creative Cloud Programs:

- InDesign
- In5 Plugin
- Digital Publishing Suite
- Illustrator
- XD
- Bridge
- Photoshop
- Acrobat Pro
- After Effects
- Premiere Pro

Administrative Programs:

- Workfront
- Basecamp
- WordPress
- ClickUp

Microsoft Programs:

- Word
- Excel
- Outlook
- Teams

## EDUCATION

**University of Wisconsin-Stout,**  
Menomonie, WI  
**BACHELOR OF FINE ARTS**  
**WITH A CONCENTRATION**  
**IN GRAPHIC DESIGN**  
**2007 – 2011**

## REFERENCES

References available upon request

# JENNY JACOBSON

**ART DIRECTOR • GRAPHIC DESIGNER • PRODUCTION ARTIST**

## OBJECTIVE

Seeking a versatile position in graphic design where I can fully utilize my design, direction, and production skills while producing high-impact graphics that will increase my employer's and client's revenue.

## QUALIFICATIONS

- 13+ years of creativity and problem-solving experience in the design process
- Strong understanding of typography within print and digital design layouts
- Highly experienced in the processes of editorial design and production
- Well-versed in designing for health, fitness, and lifestyle categories
- Exceptionally organized and dedicated in work ethics and time management

## PROFESSIONAL EXPERIENCE

**Experience Life magazine,** Saint Paul, MN

**2014 – present**

**ART DIRECTOR,** 11/2022 – present

- Responsible for design and production of six print issues per year
- Produce, direct, and assist at photo shoots consisting of food, models, and products
- Manage and collaborate directly with external illustrators and photographers

**ASSOCIATE ART DIRECTOR,** 07/2018 – 11/2022

- Assisted with art direction, design, and production of 10 print issues per year
- Designed web, circulation, marketing, podcast, and social media graphics as needed

**GRAPHIC DESIGNER,** 11/2014 – 07/2018

- Designed and produced magazine layouts for 10 print and 10 iPad issues per year
- Managed and maintained metadata for image archival system

**Wellspired Collaborative,** Minneapolis, MN

**2020 – 2023**

**LEAD DESIGNER**

- Responsible for the wireframe, design, and prototype of websites for a variety of clients
- Created design links and video voiceover explanation for client review
- Ordered, formatted, and delivered graphics to web developer
- Developed branding, color palette, and logos when needed

**Spot Communications,** Saint Paul, MN

**2014 – 2014**

**GRAPHIC DESIGNER**

- Designed and produced marketing and direct mail materials
- Experienced in a fast-paced agency setting
- Showcased my ability to handle multiple projects at once

**North American Media Group,** Minnetonka, MN

**2011 – 2014**

**ART DIRECTOR,** 03/2013 – 01/2014

- Responsible for four print issues and four digital issues of *Cooking Club* magazine per year
- Directed and assisted at photo shoots consisting of food photography
- Executed photo color correction and retouching as necessary

**ASSISTANT ART DIRECTOR,** 02/2012 – 03/2013

- Designed and produced magazine layouts for print issues
- Assisted with *North American Hunter* and *Cooking Club* magazines

**DIGITAL ASSISTANT ART DIRECTOR,** 08/2011 – 02/2012

- Developed and implemented templates for 20 iPad editions per year
- Designed marketing and advertising materials as needed



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