



PORTFOLIO SITE:
jenniferjacobsondesign.com



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

TECHNICAL SKILLS

- AI & Emerging Technologies
 - Generative AI for Design
 - AI-Assisted Creative Workflows
 - Prompt Development
 - AI Image Generation
- Design & Creative
 - Adobe InDesign
 - Photoshop
 - Illustrator
 - XD
 - After Effects
 - Premiere Pro
- Project Management
 - Workfront
 - ClickUp
 - Basecamp

CORE COMPETENCIES

- Art Direction
- Editorial Design
- Creative Strategy
- Visual Storytelling
- Print Production
- Photography Direction
- Creative Operations
- Publication Management
- Marketing Design
- Digital Design
- Vendor Management
- Project Management
- AI-Assisted Creative Workflows

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of Wisconsin-Stout,
Menomonie, WI
BACHELOR OF FINE ARTS With a
Concentration in Graphic Design
2007 – 2011

Pratt Institute, AI FOR DESIGN
Advanced Training in Generative AI
for Creative Workflows, Design, and
Project Management
2026

JENNY JACOBSON

**ART DIRECTOR • EDITORIAL DESIGN LEADER
CREATIVE OPERATIONS SPECIALIST**

ACHIEVEMENTS

- Promoted from Graphic Designer to Associate Art Director to Art Director over a 10-year tenure.
- Led design and production of 100+ print magazine issues.
- Directed dozens of food, fitness, and product photo shoots.
- Managed creative partnerships with photographers, illustrators, and external vendors.
- Developed visual assets supporting print, web, social media, marketing, circulation, and podcast initiatives.
- Managed end-to-end creative production across print and digital publishing platforms.

PROFESSIONAL SUMMARY

Creative and detail-driven Art Director with 15+ years of experience leading editorial, print, digital, and brand design initiatives. Expertise in visual storytelling, publication design, photography direction, creative strategy, and production management. Proven track record of delivering high-quality content across magazines, websites, marketing campaigns, and digital platforms while managing complex workflows, external creative partners, and cross-functional teams. Skilled at balancing creativity with operational efficiency and integrating emerging AI technologies into modern design processes.

PROFESSIONAL EXPERIENCE

Experience Life magazine, Saint Paul, MN

2014 – present

ART DIRECTOR, 11/2022 – present

- Partnered with editorial leadership and stakeholders to establish visual direction and maintain brand consistency across all publication channels.
- Led creative direction, design, and production of six award-winning print issues annually, managing projects from concept through press.
- Planned and art directed food, fitness, and product photo shoots, coordinating photographers, talent, and stylists to achieve editorial objectives.
- Integrated emerging AI tools into creative workflows to improve efficiency, concept development, and production processes.

ASSOCIATE ART DIRECTOR, 07/2018 – 11/2022

- Supported art direction, design, and production for 10 annual print publications serving health, fitness, and lifestyle audiences.
- Created visual assets supporting magazine circulation, marketing campaigns, podcasts, and social media initiatives reaching thousands of subscribers and readers.

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

- Led website design projects from wireframe through prototype development.
- Collaborated with developers to deliver production-ready design assets.
- Developed branding systems, color palettes, and logos for client engagements.

North American Media Group, Minnetonka, MN

2011 – 2014

**PROGRESSIVE ADVANCEMENT FROM DIGITAL ASSISTANT ART DIRECTOR
TO ART DIRECTOR**

- 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.
- Assisted with ten print issues of *North American Hunter* magazine per year.
- Developed and implemented templates for 20 iPad editions per year.
- Designed marketing and advertising materials as needed.



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