

# JANNA JACOBSON

M U L T I M E D I A   D E S I G N E R

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## PROFILE

Diligent student at University of Michigan seeking to combine design with other disciplines in new, innovative ways. I have an excellent illustration, design, and digital art background, as well as lab and 3D modeling experience.

## EXPERIENCE

### VISUAL DESIGNER, NURTURING OUR SEEDS

September 2024 - Present

- Organize teams to brainstorm and draft brand identity and marketing materials
- Consult the client on branding and marketing avenues, while incorporating their personal taste and the surrounding community culture
- Delegate tasks to team members to design final deliverables
- Help design the final logo, brand identity, mockups, and marketing materials

## EDUCATION

### UNIVERSITY OF MICHIGAN

2022-2025

Bachelor of Arts

Minors in UX and Writing

### SOCIAL MEDIA MANAGER, CLAWS

February 2023 - December 2023

- Created Instagram post schedules for CLAWS, an interdisciplinary NASA research organization
- Communicated between other CLAWS teams to gather information and photos for posts
- Ideated on fun, education posts that informed about the CLAWS mission, events, and space science in general
- Designed posts using Illustrator and Photoshop

## LANGUAGES

English, Chinese

### DEI CHAIR, ATD

December 2023 - May 2023

- Planned and organized events with other members of the board for ATD, a design and tech professional fraternity
- Connected with other organizations to set up DEI events
- Ensured that ATD maintained a welcoming and inclusive environment

## SKILLS

Leadership

Adobe Suite

Figma

Touch Designer

Cavalry

Highly Organized

Illustration

### SOCIAL MEDIA DESIGNER, ATD GAMMA CLASS

September 2022 - December 2022

- Organized meetings with and delegated tasks to other Gamma Class Social Media Team members
- Communicated with other teams, like logo and merch teams, to maintain a consistent brand aesthetic
- Designed final Gamma Class Instagram posts