



JENNIFER JACOBS

designer

THEY / SHE / HE
CONNECTICUT

JennJacobsArt@gmail.com
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JennJacobsArt.com

SKILLS

Print media design,
preparation and production

Social media marketing

Website design and
management

UX/UI design

Email marketing

Branding design and
compliance

Logo design

Data visualization

Illustration

Some HTML & CSS

SOFTWARE

InDesign

Illustrator

Premiere Pro

Photoshop

Acrobat

Dreamweaver

Procreate

Figma

Canva

Word

PowerPoint

Excel

Comfortable with
Content Management
Systems

WORK HISTORY

2023 - present | various clients, remote

Freelance Web and Graphic Designer

I've had a steady flow of freelance clients the past couple years. This has included web design and management for SurvivorJourneys.org. I've also designed marketing materials and worked on websites for local businesses and start-ups.

Oct. 2011 - present | Bad Bunny Shop LLC, Hartford, CT

Designer and Owner

In addition to fashion design, surface pattern design, photography and pattern making, I make good use of my graphic design skills. I designed the brand identity and logo. I created and maintain the website, BadBunnyShop.com. I also design and manage email and social media marketing.

June 2011 - Nov. 2020 | UBS Real Estate Investors LLC, Hartford, CT

Graphic Design Specialist

I was responsible for the design and project management of quarterly reporting materials. I maintained the complex branding of this international bank across all materials. I also designed and maintained presentation materials. For events, I created mobile apps, invitations, signage and presentations. I designed various other marketing materials for print and digital. I also coordinated various photography and videography projects.

Sept. - Nov. 2010 | House Democrats, Hartford, CT

Graphic Designer

I designed marketing print materials such as flyers and door-knockers for the 2010 Connecticut election.

May 2006 - April 2010 | Day Pitney LLP, Hartford, CT

Graphic Designer

As the first in-house designer, I implemented a visual unity across marketing materials. Among my responsibilities were the design of invitations and signage for events; various marketing materials such as print ads and brochures; email newsletters; and some web design.

EDUCATION

Summer 2007 - 2011: **BFA, Illustration with minor in Art History**

Hartford Art School, University of Hartford, Hartford, CT
summa cum laude

Fall 2000 - Spring 2003: **AS, Graphic Design**

Tunxis Community College, Farmington, CT
high honors

Spring 2000: **Fashion Design**

Fashion Institute of Technology (FIT), New York, NY