



JENNIFER JACOBS

designer

THEY / SHE / HE
CONNECTICUT

JennJacobsArt@gmail.com
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JennJacobsArt.com

SKILLS

Print media design,
preparation and production

Website design and
management

Email marketing

Branding design and
compliance

Logo design

Data visualization

Illustration

Social media marketing

Some UX/UI design

Some HTML & CSS

SOFTWARE

InDesign

Illustrator

Photoshop

Figma

Procreate

Premiere Pro

Canva

Acrobat

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 few years; designing marketing materials and working on websites for small businesses, non-profits and start-ups.

Oct. 2011 – present | Bad Bunny Shop LLC, Hartford, CT
Designer and Owner

I combined my skills in fashion design, illustration/surface pattern design, graphic design, photography, and pattern making to create my independent fashion brand, Bad Bunny. I designed and maintain the website, BadBunnyShop.com as well as the brand identity, logo, email marketing and social media marketing. Every piece of clothing, undergarment and accessory is designed and made in my solo studio with over 4,000 sold.

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 for print and digital publication. For events, I created mobile apps, invitations and signage. I also designed and helped to maintain all presentation materials. Coordinating various photography and videography projects was among my responsibilities as well. I maintained the regularly-evolving and complex branding of this international bank across all materials.

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 – Summer 2011 | Hartford Art School, Hartford, CT
BFA, Illustration with minor in Art History
summa cum laude

Fall 2000 – Spring 2003 | Tunxis Community College, Farmington, CT
AS, Graphic Design
high honors

Spring 2000 | Fashion Institute of Technology, New York, NY
Fashion Design