Jacob Graczyk

Digital Designer

ALDEN, NY

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https://jacobgraczyk.github.io/portfolio/

About

I am a graduate of Buffalo State College with a B.F.A. in Communication (Graphic) Design. In my career I have grown my knowledge base in digital marketing, data manipulation, and web development in order to successfully deliver digital content on a variety of E-commerce platforms.

Experience

Imperial Textile

Digital Marketing Associate

AUGUST 2018 - PRESENT, BUFFALO, NY

• Enter data into E-commerce platforms and Business Management Software

• Take, edit, and source product photography

• Edit open-source lifestyle images to use as social media, email, and other marketing collateral

• Automate workflow in Google Sheets and Google Apps Script

• Design and develop landing pages

Digital Marketing Assistant

JANUARY 2017 - JULY 2018, BUFFALO, NY

• Enter data into E-commerce platforms and Business Management Software

• Take, edit, and source product photography

Production Artist

SEPTEMBER 2016 - DECEMBER 2016, BUFFALO, NY

• Create pre-production vector art proofs

Education

State University of New York College at Buffalo

Bachelor of Fine Arts in Communication (Graphic) Design

SEPTEMBER 2013 - MAY 2016, BUFFALO, NY

Genesee Community College

Course Work in Digital Arts

SEPTEMBER 2011 - MAY 2013, BATAVIA, NY

Technology

Adobe Creative Suite including Photoshop and Illustrator, Affinity Photo and Designer, HTML5, CSS3/Sass, Bootstrap, Javascript, React, GitHub, Content Management Systems, Microsoft Office, Google Drive, Google Analytics, Google Apps Scripts, Mac and Windows platforms