JACOB JOHNSON

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SUMMARY

Creative and detail-oriented Graphic Designer with extensive experience in digital and print media. Skilled in Adobe Creative Suite, web design, branding, and SEO, complemented by a background in full-stack software engineering. Proven ability to develop innovative design solutions and manage projects from concept to completion. Experienced in combining technical proficiency with artistic vision to deliver exceptional user experiences.

TECHNICAL SKILLS

Design Tools: Adobe Creative Suite, Affinity Designer, WordPress, Visual Studio
Web Design: HTML, CSS, WordPress, UI/UX Design
Print Media: Layout Design, Typography, Branding, Print Production
SEO & Marketing: SEO Campaigns, Social Media Advertising, Digital Marketing

PROFESSIONAL EXPERIENCE

Freelance   Flint, MI
Graphic Designer   05/2012 - Present
- Compose book designs for clients digitally and print using Adobe Creative Suite.
- Developed websites for consumers' commercial and industrial needs.

3Sixty Interactive   Flint, MI
Graphic Designer   06/2018 - 03/2021
- Created an array of websites using Adobe Creative Suite, WordPress, and Affinity Professional Creative Software to create better user experiences, digital marketing designs, and print advertisements.
- Managed and completed multiple projects promptly to meet deadlines.
- Produced print advertisements and installed items for clients.

Pioneer State Mutual Insurance Company   Flint, MI
Graphic Designer   05/2017 - 12/2020
- Designed social media advertisements to increase customer engagement.
- Commissioned billboard designs for partnering insurance agencies.
- Launched and designed SEO campaigns to boost website and mobile app traffic.

EDUCATION

Thinkful (Cheggs Skill)   Online
Certificate, Engineering   01/2024
- Learned industry best practices and software development standards with a focus on Javascript, HTML5, CSS3, React Native, Node.js, PostgreSQL, RESTful API's, algorithms, and data structures.
- Developed and deployed mobile-first applications while learning new languages and frameworks.
- Spent several hours per week collaborating with senior web developers in a mentorship relationship.

University of Michigan-Flint   Flint, MI
Bachelor of Fine Arts, Visual Communication   06/2017
- Learned visual communication, advanced typography, layout design, branding, Adobe Creative Suite proficiency, attention to detail, project management, and print production knowledge.

CS Mott Community College   Flint, MI
Associates in Applied Science, Graphic Design   06/2014
- Studied design principles, color theory, typography, layout composition, and creative problem-solving.