

Geneva Jacobs

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EDUCATION

Michigan State University, East Lansing, MI May, 2025
Bachelor of Arts in Information Science, Focus in Human Centered Technology
Minor in Graphic Design
GPA 3.8. (Deans List)

EXPERIENCE

Service Center Representative, Brody Neighborhood May 2023 – August 2023
Michigan State University | East Lansing, MI

- Addressed resident needs, inquiries, and concerns with a proactive and solution-oriented approach.
- Created a comprehensive organizational system for my team, which drastically shortened resident wait times and enhanced work efficiency.
- Completed DEI(diversity, equity, and inclusion) violence, and mandatory reporter trainings

Sales Associate September 2022 – Present

Brandy Melville | Washington, DC

- Applied color theory and creative marketing techniques to skillfully arrange clothing displays, consistently representing and enhancing the brand image.
- Managed store operations with responsibility for the store key, including opening and closing procedures, overseeing cash deposits, and conducting inventory counts
- Worked closely with regional managers, collaborating to optimize store operations and effect positive changes in the absence of a designated store manager.
- Received personalized positive reviews, underscoring the positive impact on customer satisfaction.

UX Design Intern June 2022 – August 2022

StudioPlace | Temple Hills, MD

- Conceptualized and developed a functional music studio app through design and prototyping in Adobe XD
- Successfully communicated with clients to understand their needs and preferences, ensuring alignment with product design
- Achieved a 100% task completion rate ahead of scheduled deadlines, showcasing reliability in project execution

INVOLVEMENT

Best Buddies USA, 2018 – Present

Chapter President 2020-2021 | Secretary 2019-2020

- Creating a welcoming, and inclusive environment for all members, regardless of disability.
- Communicating with Best Buddies international and attending yearly diversity training conferences.

US Figure skating Collegiate Synchronized Skating 2023– Present

SKILLS

Microsoft Office, Adobe XD, Photoshop, InDesign, and Illustrator. Confidence website designing in HTML/CSS. Intermediate Python. 3d and Laser pinting experience

