

# Jack Magnus

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(414) 943-3133

## Tech Skills

Adobe: Photoshop, Illustrator,  
InDesign, Premiere, AfterEffects  
HTML | CSS  
Figma  
Microsoft Office

## Awards and Recognition

Minnesota Undergraduate  
Research + Academic Journal  
"Constructed Value Systems Across  
Interpersonal Relationships"  
*Published 2022*

Commencement Speaker  
College of Design  
*Presented 2022*

Dean's List  
College of Design | Carlson School  
*Fall 2018 - Spring 2022*

The Tower  
"Each of Us is Many"  
*Published + Exhibited 2019*

## Involvement

Studio Founder  
Falooda Edits  
*Oct 2022 - Present*

Major Mentor Volunteer  
CAPE Major Network  
*Sep 2020 - May 2022*

Climb Team  
University of Minnesota Twin Cities  
*Sep 2018 - May 2022*

## Education

University of Minnesota Twin Cities | May 2022  
College of Design | Carlson School of Management  
Graphic Design B.F.A. | Marketing B.S.B.  
GPA: 3.93

## Senior Designer

The Barcode Group *[June 2022 - Present | New York, NY; Remote]*

- Lead designer with internal brand studio team and lead strategist with custom research division.
- Created enterprise system of The Barcode Group as well as developed and directed the team's strategy capabilities.
- Managed external client relationships by leading projects, presenting concepts and overseeing work. Included project sprints and long term accounts, with 5-8 clients per week.
- Expertise included art direction, branding, campaign design, digital design, identity, motion design, packaging, production, web design, research, strategy and custom analytics.

## Graphic Designer

Avenue C *[June 2021 - June 2022 | Minneapolis, MN]*

- Created, designed, produced and managed 4-6 clients per week. Projects included ad campaigns, branding development, packaging and web development.
- Specialized in branding, identity, digital design, motion design, packaging, strategy and web development.

## Director of Brand Strategy

Design U *[Dec 2019 - May 2022 | Minneapolis, MN]*

- Director team of design consultancy for local start-ups and national organizations. Focused on internal branding, organizational consistency and strategic growth.
- Lead marketing initiatives such as creative direction, promotions management and communications.

## Marketing Intern

University Relations *[June 2020 - May 2021 | Minneapolis, MN]*

- Content creation, custom analytics and brand design for @umntwincities, @UMNews and official university communication channels. Managed 3-6 projects per week.