

# Jack Magnus

jack-magnus.com  
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(414) 943-3133

## Tech Skills

Adobe: Photoshop, Illustrator,  
InDesign, Premiere, AfterEffects  
HTML | CSS | JS  
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

Avenue C [*June 2022 - Present | New York, NY; Remote*]

- Lead designer, managing projects in art direction, brand strategy and creative. Led 5-8 projects per week with both internal and external teams. Developed strategy capabilities, including research, reporting and custom analytics.
- Focused on art direction, concept, multi-channel executions and overall design strategy, maintaining brand standards. Ensured and produced creative from project start to finish.
- Specialty in branding, digital design, identity, motion design, packaging, web design, research and strategy.

## Graphic Designer

The Barcode Group [*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.

## Marketing Intern

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

- Content creation, custom analytics and brand design for @umntwincities, @UMNews and official university channels.
- Drafted design and messaging for communications, weekly, distributed to an audience of over one hundred thousand shareholders, students and community members.

## Brand Strategist

Design U [*Dec 2019 - May 2020 | Minneapolis, MN*]

- Research and strategy for design consultancy, aiding local start-ups and national organizations. Focused on market research, growth opportunities and business strategy.