

Jack Magnus

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(414) 943-3133

Tech Skills

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

Awards and Recognition

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

Minnesota Undergraduate Research
and Academic Journal
Published 2022

4th Place Accenture Case Comp.
Awarded 2021

West Bank Quarter Arts Show
Exhibited 2019

"Each of Us is Many" – The Tower
Published 2019

Involvement

Volunteering
Major Mentor (2020–2022)
CAPE Major Network

Arts Mentor (2019)
Big Brothers Big Sisters Twin Cities

Senior Designer (2021–2022)
Picnic Basket Theatre

Climb Team (2018 – 2020)
*The University of Minnesota's Rock
Climbing Team*

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: 3.929

Experience

Design Lead

The Barcode Group [June 2021 – Present | New York, NY; Remote]

- Within internal brand studio, Avenue C.
- Created, developed, and designed enterprise system of The Barcode Group. Involved branding and identity of holding company as well as resets across the other six divisions.
- Lead brand development projects and concepting, both internally for The Barcode Group and externally for other agency clients.
- Lead strategy and digital development teams. Worked and produced for 3–5 clients per week, including short project sprints and long term strategy plans. Main projects included art direction, new media, motion design, and social strategy.

Director of Brand Strategy

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

- Previously Creative Director for Design U, a pro bono, consultancy through the University of Minnesota–Twin Cities.
- Focused on internal branding, organizational consistency, and strategic growth for organization.
- Developed and strategized communication plans for the organization. Involved creating 3–4 social media campaigns per semester, promotions each week, and public communications throughout.

Marketing Intern

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

- Content creation for @umntwincities, @UMNews, and official university LinkedIn and Facebook page.
- Researched, analyzed, and compiled account data for brand channels. Formal report included measures of interaction across all channels and used throughout University Relations team.
- Wrote and edited copy for accounts and digital materials, managing 3–6 posts per week.
- Sourced and generated content for team, brand resources, and channel distribution.