

Jack Magnus

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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
College of Design | Carlson School of Management
Graphic Design B.F.A. | Marketing B.S.B.
GPA: 3.93

Experience

Designer

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

- Design Lead + Strategist with internal brand studio.
- Designed and developed enterprise system of The Barcode Group as well as lead the custom research division.
- Worked, managed and produced for external client projects with the brand studio. Included short project sprints and long term strategy plans for 5-8 clients per week.
- Specialized in art direction, branding, identity, digital design, motion, packaging, research, strategy and custom analytics.

Graphic Designer

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

- Intern and Contractor for brand design studio.
- Created, designed, produced and managed 4-6 clients per week. Main projects included ad campaigns, branding development, packaging and web development.
- Specialized in branding, identity, digital design, motion, packaging, strategy and web design.

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.
- Developed and lead marketing initiatives, including creative direction, promotions management and communications.

Marketing Intern

University Relations *[June 2022 - 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.