

Jack Magnus

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(414) 943 – 3133

Tech Skills

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

Awards and Recognition

Dean's List
College of Design | Carlson School
Fall 2018 – Fall 2021

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 (Sep 2020 – Present)
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 (Expected May 2022)
College of Design | Carlson School of Management
Graphic Design B.F.A. | Marketing B.S.B.
GPA: 3.929

Experience

Design Intern (June 2021 – Present)
Avenue C, Portu Sunberg

- Designer at Avenue C creative studio with Portu Sunberg.
- Developed brands, managed social media, executed campaigns, and created marketing content, graphics, and material.
- Worked and produced for 3–5 clients per week, including short term and long term projects.
- Strengthened skills to lead team on branding, identity, and motion graphics. Main projects included brand resets, brand strategies, long term informational spots, animations, and targeted ads.

Director of Brand Strategy (Dec 2019 – Present)
Design U

- Previously Creative Director for Design U, a pro bono, student 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 (July 2020 – May 2021)
University Relations, University of Minnesota Twin Cities

- 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.