

# JL-2022

[jakelamoth.com](http://jakelamoth.com) →

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## Contact

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## Education

### Central Michigan University

B.S. Advertising & Multimedia Design

2016 - 2020 Mount Pleasant, MI

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## Experience

### LUDWIG+

#### Art Director

January 2022 - Present

I'm currently an Art Director working directly with a team of designers, copywriters, and media specialists on brands like XENITH, Carrington, and Valkyrie Investments.

### LUDWIG+

#### Jr. Art Director

January 2021 - January 2022

LUDWIG+ is a Detroit-based advertising agency specialized in brand activation and rebranding. I assisted a wide variety of cross-media projects including branding, content creation, and motion design for companies like Rocket Mortgage, SPIN, and RAYUS Radiology.

### Farm Bureau Insurance

#### Design Intern

April 2019 - September 2019

I lead the art direction for our marketing team's annual summer marketing campaign. Focusing on photography, key market audiences, and branding.