

Lucy Jacobson, Product Designer

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EDUCATION

TRINITY COLLEGE DUBLIN

M.Sc. in Interactive Digital Media, School of Computer Science & Statistics | With distinction

2024 - 2025

SAVANNAH COLLEGE OF ART AND DESIGN

BFA in Advertising and Branding | Magna cum laude

2017 - 2021

EXPERIENCE

PRODUCT DESIGNER

MUSA | May 2025 - August 2025

- Collaborated with Hunt Museum leadership to develop a website for an Irish Sign Language tour experience
- Conducted user research, focus groups, and usability testing with deaf community users and stakeholders
- Created affinity maps, personas, customer journey maps, and defined project goals
- Developed feature set, site map, user flows, and branding for the digital platform
- Designed low to high-fidelity prototypes and worked with full stack developer on implementation
- Successfully launched live product currently used by museum visitors

DIGITAL DESIGNER

Baked by Melissa | March 2022 - August 2024

- Design assets for multimedia and graphic endeavors, encompassing web design, advertising campaigns, motion design, newsletters (with a subscription base of 1 million +), social media content, and interactive displays.
- Redesigned the newsletter style to reflect a modern interpretation, aligning it seamlessly with the brand's style.
- Collaborate closely with the B2B team to conceptualize, design, and produce tailored materials, ensuring alignment with brand guidelines and meeting specific client requirements.
- Participate in design discussions and give feedback during planning and strategy meetings.
- Research industry trends to present ideas and concepts for timely digital innovation.
- Assist direction of photo and video shoots to ensure flawless execution of marketing campaigns.
- Utilize Asana as a collaborative platform to work with other departments in creating impactful digital assets.

FREELANCE ASSISTANT ART DIRECTOR

JNF-USA | October 2021 - March 2022

- Managed visual execution of multi-channel assets including website design, magazine layouts, social media content, travel itineraries, and both printed and digital invitations.
- Designed graphics for both physical and digital fundraising initiatives, contributing to the successful raising of \$113 million dollars in 2022.
- Collaborated with cross-functional teams on Salesforce to successfully execute requests from other departments.
- Developed and delivered creative concepts to influence business and creative decisions.

CERTIFICATIONS

DESIGN LABS

UX/UI Design Certification

January 2024 - November 2024

SOFTWARE

Figma · Framer · Miro · Photoshop · Illustrator InDesign · After Effects · Canva · 3Ds Max · Premiere · Github · Powerpoint
Asana · Slack · Teams · Bynder

SKILLS

UX/UI · Interaction Design · Prototyping · User Research · Usability Testing · Accessible Design · Information Architecture
Usability · HTML · CSS · Javascript · Copywriting