Lucy Jacobson, Digital Designer

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EDUCATION

Trinity College Dublin
M.Sc. in Interactive Digital Media | 2024 - 2025

Savannah College of Art and Design
BFA in Advertising and Branding | 2017 - 2021

EXPERIENCE

Digital Designer | *Baked by Melissa*
March 2022 - August 2024

- Designed digital assets for newsletters (with a subscription base of 1 million+), paid social ads, web pages, and out-of-home displays for product launches and seasonal campaigns.
- Led newsletter redesign, modernizing layout and visual style to improve visual appeal and boost click-through rates.
- Collaborated with the B2B team to create newsletter campaigns, social ads, and custom packaging materials for our corporate clients.
- Provided creative direction for quarterly photo and video shoots, ensuring visuals matched the campaign goals and brand identity.
- Supported retouching, cropping, and prepping assets for all marketing materials.

Junior Designer (Contract) | *JNF-USA*
October 2021 - March 2022

- Owned marketing materials across print and digital including invitations, event signage, and website content.
- Designed assets for fundraising campaigns totaling $113M+ in donations.
- Collaborated via Salesforce to manage design requests and maintain deadlines.
- Participated in internal presentations to align stakeholders on creative direction.

CERTIFICATIONS

Designlab | *UX/UI Designer Certification*
January 2024 - November 2024

SOFTWARE

Figma · Photoshop · Illustrator · InDesign · Canva · After Effects · Premiere · Framer · Slack · Asana · Teams Bynder · Klaviyo HTML · CSS · JavaScript (basic) · Github · PowerPoint

SKILLS

Layout & Composition · Visual Storytelling · Typography · Color Theory · User-Centered Design · Information Architecture · Wireframing & Prototyping · Accessibility Design · Collaboration · Design Thinking Prioritization