

# Lucy Jacobson, Digital Designer

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## EDUCATION

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

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

## EXPERIENCE

Digital Designer | *Baked by Melissa*

March 2022 - August 2024

- Led design of emails (with a subscription base of 1 million+), paid social ads, web pages, and out of home and in store displays for product launches and seasonal campaigns.
- Redesigned emails, 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 preparing assets for all marketing materials.
- Designed and maintained PowerPoint templates for brand partnership pitches.

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.

Graphic Designer | *Freelance*

June 2020 - Present

- Leading brand and visual design projects for a wide range of clients across hospitality, retail, nonprofit organizations, and food & beverage brands.
- Works include logo design, brand identity development, newsletter design, social media graphics, packaging design, event signage, and merchandise design.

## CERTIFICATIONS

Designlab | *UX/UI Designer Certification*

January 2024 - November 2024

## SOFTWARE

Figma · Photoshop · Illustrator · InDesign · After Effects · XD · Premiere Pro · Framer · PowerPoint · Canva  
Slack · Asana · Teams · Bynder · Klaviyo · Github · VS Code

## SKILLS

Layout & Composition · Typography · Color Theory · Presentation Design · Print Production · Motion Design  
UX/UI · HTML · CSS · JavaScript · Design Systems