

**LUCY JACOBSON**  
Digital Designer

**ABOUT ME**

Born in Nashville, TN. Living in Brooklyn, NY.  
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+1 (615)-521-1885

**EDUCATION**

**TRINITY COLLEGE DUBLIN**  
*MA in Interactive Digital Media*  
2024 - Current

**SAVANNAH COLLEGE OF ART AND DESIGN**  
*BFA in Advertising and Branding | Magna cum laude*  
2017 - 2021

**EXPERIENCE**

**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**

*Jewish National Fund-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

**SKILLS & SOFTWARE**

Photoshop · Illustrator · InDesign · After Effects  
Premier · Powerpoint · Figma · Asana · Slack  
Teams · Bynder · HTML · CSS · Javascript  
Copywriting · Metalsmithing · Jewelry design

**VALUES**

Honesty · Being true to others  
Being true to myself · Humility  
Passion · Dedication · Courage  
Forgiveness · Compassion · Curiosity