

# Jacob Colby

Graphic Designer

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**jacobcolby.com**

## PROFESSIONAL SUMMARY

Detail-oriented graphic designer with experience in branding, digital marketing, and web development. Skilled in transforming ideas into cohesive visual systems across print and digital media. Combines a strong eye for composition and color with technical skill to deliver polished, impactful designs.

## SKILLS

- **Design Tools:** Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Aseprite
- **Core Strengths:** Branding, Layout Design, Social Graphics, Typography, Color Theory
- **Additional:** Project Management, Client Collaboration, Time Management, Visual Merchandising

## EDUCATION

### Bachelor of Science in Creative Technologies

*Illinois State University, Normal, IL*

Aug 2021 - May 2023

### Graphic Design and Computer Science Studies

*Drake University, Des Moines, IA*

Aug 2019 - May 2021

## PROJECTS

### Pulsar Gaming Mouse – Product Page Design

- Designed a visually dynamic and conversion-focused landing page for a tech product.
- Incorporated a responsive layout with hover effects to enhance visual hierarchy and engagement.

### Earprint – Music App Interface

- Created a sleek and user-friendly profile interface for a social music app for users to share their unique listening experiences.

## PROFESSIONAL EXPERIENCE

### Freelance Graphic Designer

*Self-employed*

- Designed brand identities, websites, and marketing collateral for small businesses and creators.
- Created engaging social media graphics and motion assets that increased brand visibility.
- Communicated directly with clients to align creative direction with business goals.

### Footwear Operations Lead

*Dick's Sporting Goods, Des Moines, IA*

Oct 2023 – Sep 2025

- Directed visual layout and presentation of products to improve customer experience.
- Provided leadership and training that improved department workflow and team efficiency.
- Delivered excellent customer service in a fast-paced retail environment.