# Jacob Myers

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## Summary

Digital Designer with 8+ years of experience in branding, web design, and digital and print marketing. Skilled in Adobe Creative Suite, Figma, and content management systems (Magento, WordPress). Strong background in creating marketing collateral, packaging, and brand identity systems that drive engagement and customer loyalty. Adept at leading cross-functional teams, streamlining workflows, and delivering high-quality assets under tight deadlines.

## Professional Experience

### Visual Designer

*Specialty Retailer — San Francisco, CA | Mar 2020 – Present*

- Designed and executed digital marketing campaigns across email, social media, web, and print, consistently achieving above-average engagement rates and strengthening brand recognition.
- Directed brand management and product launches by creating cohesive design systems, maintaining brand standards, and delivering high-quality assets on accelerated timelines.
- Improved asset turnaround time by streamlining workflows and aligning cross-functional teams across marketing, merchandising, and operations.
- Produced packaging, seasonal promotions, and digital/print collateral that reinforced brand loyalty and improved customer experience.

### Contract Designer

*Shrapnel — Seattle, WA | Jun 2024 – Aug 2024*

- Designed iconography, typography systems, and brand identity assets for the Mercury Project.
- Created an investor pitch deck to communicate project vision and secure shareholder interest.
- Produced a white paper that transformed complex technical content into a visually compelling, marketing-ready document.

### Visual Designer

*Pixelvine — Freeport, MI | Apr 2015 – Jul 2016*

- Delivered CMS-driven web design and maintenance for local businesses and government clients using WordPress.
- Designed logos, print materials, and digital assets to strengthen client branding and marketing reach.
- Produced and edited product photography and video content for professional, consistent brand presentation.

### UI Designer

*S2 Games — Kalamazoo, MI | Aug 2014 – Nov 2014*

- Designed UI/UX elements for *Strife* (MOBA game), including onboarding flows and character selection screens.
- Supported consistency between game and web platforms by producing UI elements and digital assets.

## Skills

**Design Skills:** Branding and Identity Design, Digital Marketing, Print Marketing, Packaging Design, UI/UX Design, Layout, Typography, Illustration, Wireframing, Accessibility, Project Management
**Technical Skills:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Figma, Magento, WordPress, Emarsys

## Education

### Bachelor of Fine Arts in Interactive Design
Kendall College of Art and Design, Ferris State University