

JACOB JOHNSON

FLINT, MI | 810.618.1901 | jljohnson986@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SUMMARY

Creative and detail-oriented Graphic Designer with extensive experience in digital and print media. Skilled in Adobe Creative Suite, web design, branding, and SEO, complemented by a background in full-stack software engineering. Proven ability to develop innovative design solutions and manage projects from concept to completion. Experienced in combining technical proficiency with artistic vision to deliver exceptional user experiences.

TECHNICAL SKILLS

Design Tools: Adobe Creative Suite, Affinity Designer, WordPress, Visual Studio

Web Design: HTML, CSS, WordPress, UI/UX Design

Print Media: Layout Design, Typography, Branding, Print Production

SEO & Marketing: SEO Campaigns, Social Media Advertising, Digital Marketing

PROFESSIONAL EXPERIENCE

Freelance Flint, MI

Graphic Designer 05/2012 - Present

- Compose book designs for clients digitally and print using Adobe Creative Suite.
- Developed websites for consumers' commercial and industrial needs.

3Sixty Interactive Flint, MI

Graphic Designer 06/2018 - 03/2021

- Created an array of websites using Adobe Creative Suite, WordPress, and Affinity Professional Creative Software to create better user experiences, digital marketing designs, and print advertisements.
- Managed and completed multiple projects promptly to meet deadlines.
- Produced print advertisements and installed items for clients.

Pioneer State Mutual Insurance Company Flint, MI

Graphic Designer 05/2017 - 12/2020

- Designed social media advertisements to increase customer engagement.
- Commissioned billboard designs for partnering insurance agencies.
- Launched and designed SEO campaigns to boost website and mobile app traffic.

EDUCATION

Thoughtful (Cheggs Skill) Online

Certificate, Engineering 01/2024

- Learned industry best practices and software development standards with a focus on Javascript, HTML5, CSS3, React Native, Node.js, PostgreSQL, RESTful API's, algorithms, and data structures.
- Developed and deployed mobile-first applications while learning new languages and frameworks.
- Spent several hours per week collaborating with senior web developers in a mentorship relationship.

University of Michigan-Flint Flint, MI

Bachelor of Fine Arts, Visual Communication 06/2017

- Learned visual communication, advanced typography, layout design, branding, Adobe Creative Suite proficiency, attention to detail, project management, and print production knowledge.

CS Mott Community College Flint, MI

Associates in Applied Science, Graphic Design 06/2014

- Studied design principles, color theory, typography, layout composition, and creative problem-solving.