

# Jack Magnus

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## Tech Skills

Adobe: Photoshop, Illustrator,  
InDesign, Premiere, AfterEffects  
HTML | CSS  
Procreate  
Figma  
Microsoft Office

## Awards and Recognition

Dean's List  
College of Design | Carlson School  
*Fall 2018 – Spring 2022*

Minnesota Undergraduate Research  
and Academic Journal  
*Published 2022*

4th Place Accenture Case Comp.  
*Awarded 2021*

West Bank Quarter Arts Show  
*Exhibited 2019*

"Each of Us is Many" – The Tower  
*Published 2019*

## Involvement

Volunteering

Major Mentor (2020–2022)  
*CAPE Major Network*

Arts Mentor (2019)  
*Big Brothers Big Sisters Twin Cities*

Senior Designer (2021–2022)  
*Picnic Basket Theatre*

Climb Team (2018 – 2020)  
*The University of Minnesota's Rock  
Climbing Team*

## Education

University of Minnesota Twin Cities | May 2022  
College of Design | Carlson School of Management  
Graphic Design B.F.A. | Marketing B.S.B.  
GPA: 3.929

## Experience

Graphic Designer (June 2021 – Present)  
*Avenue C, Portu Sunberg*

- Intern and then freelance designer with internal brand studio.
- Developed brands, managed social media, executed campaigns, and created marketing content, graphics, and material.
- Worked and produced for 3–5 clients per week, including short term and long term projects.
- Strengthened skills to lead team on branding, identity, and motion graphics. Main projects included brand resets, brand strategies, long term informational spots, animations, and targeted ads.

Director of Brand Strategy (Dec 2019 – May 2022)  
*Design U*

- Previously Creative Director for Design U, a pro bono, student consultancy through the University of Minnesota–Twin Cities.
- Focused on internal branding, organizational consistency, and strategic growth for organization.
- Developed and strategized communication plans for the organization. Involved creating 3–4 social media campaigns per semester, promotions each week, and public communications throughout.

Marketing Intern (July 2020 – May 2021)  
*University Relations, University of Minnesota Twin Cities*

- Content creation for @umntwincities, @UMNews, and official university LinkedIn and Facebook page.
- Researched, analyzed, and compiled account data for brand channels. Formal report included measures of interaction across all channels and used throughout University Relations team.
- Wrote and edited copy for accounts and digital materials, managing 3–6 posts per week.
- Sourced and generated content for team, brand resources, and channel distribution.