

JACOB MORGAN

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Experience

IGS Energy

SENIOR DIGITAL DESIGNER // MAR 23 – MAY 26

- + Collaborated cross-functionally to deliver UX/UI recommendations across Agile and traditional waterfall workflows.
- + Created the organization's first design system as part of a large-scale web redesign and rebranding initiative, partnering with engineers, marketing leaders, and agency teams to implement scalable Figma tokens and styles.
- + Led design for two large-scale website redesigns, presenting updates to C-suite executives and creating training materials to support organization-wide adoption.
- + Partnered with analytics and SEO specialists to optimize website performance, increasing organic search traffic by 18% YoY.

Fathom

VISUAL DESIGNER // DEC 19 – SEP 22

- + Led multi-channel creative initiatives to support marketing strategies and business goals.
- + Created and optimized user experiences for international audiences, resulting in 18% improved lead capture.
- + Contributed to meeting and exceeding enrollment goals for client's graduate programs, despite a national downward trend thru Covid-19.
- + Created, conducted, and presented accessibility audit deliverables.
- + Founding member of Fathom's testing committee, working to normalize and elevate creative testing in paid media channels.

The University of Toledo

DIGITAL AND WEB DESIGNER // FEB 17 – NOV 19

- + Partnered with university stakeholders and agency directors to design, implement and rollout university brand refresh. Led the visual/user experience update for 40,000+ page website and other digital materials.
- + Created email template system, increasing productivity by 95%.
- + Led creative, content, and development of award-winning, mobile-first digital viewbook.

Fruchtman Marketing

FULL-SERVICE GRAPHIC DESIGNER // OCT 15 – NOV 16

- + Created high volumes of digital and print collateral for marketing and promotional purposes.
- + Oversaw large quantities of print production, working closely with VP of local print vendor.

Sonoco-Trident

JUNIOR PRODUCTION ARTIST // DEC 14 – OCT 15

- + Completed pre-press production checklists for P&G artwork files to be used for product labels and packaging.
- + Lead handler of technical drawing files to ensure proper production of packaging dies.

Education

The Modern College of Design (Formerly School of Advertising Art)

ASSOCIATE'S DEGREE IN ADVERTISING ART // AUG 12 – MAY 14

- + Completed high-intensity program studying various forms of design and advertising at a nationally recognized design institution.
- + Coursework included, but is not limited to, UX/UI design, print design, web development, video + animation, photography, illustration, copywriting, and marketing.
- + Received 2014 American Graphic Design Award in the "Student Design" category from GDUSA Magazine and Getty Images.