

Reid Jacobs

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Education

A Classically-Trained Graphic Designer

Michigan State University East Lansing, MI

Bachelor of Fine Arts in Graphic Design
May 2019

BFA Exhibition Participant

Bacardi Bar Branded Experience
Kresge Art Center, Main Floor Gallery
East Lansing, MI

Program Knowledge

I Know a Thing or Two About a Thing or Two

Graphic Design Programs

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Midjourney (AI Art Creation)
ChatGPT (AI Copy Creation)
Microsoft PowerPoint
Google Slides

I Just Took a DNA Test

Turns Out I'm 100%:

Michigan-native
Michigan State Spartan
French Toast Eating Champion of the World
Back to the Future Buff
11-year member of Kroger Plus
Apple Fanboy
Flaming Hot Cheetos Addict

Artist and Graphic Designer.

My Design Career

...So Far

Doner // July 2022 - Present Production Artist

- Designed marketing materials, and technical floor plan drawings, in PowerPoint and InDesign to advertise amenities and availabilities at Tishman Speyer properties
- Created the graphic construct, photo selection and look-feel of Tishman Speyer's "Where Matters" brand campaign
- Produced OLA banners for Consumers Energy's "Powered by Charles" campaign and super art cards for Owens Corning's video advertising
- Utilized AI art programs (Midjourney) to create proof-of-concept frames for a :30 and :15 animatic for Consumers Energy

Reid Jacobs Art + Design // March 2016 - Present Creator

- Worked with Jacobs Media, a leader in broadcast media research, to design the style for their annual Techsurvey presentation series by creating their wordmark and icon
- Partnered with non-profit Defeat the Label to help combat bullying with communication materials, such as community conversation announcements and pledges to speak up for those who are bullied
- Sold five large-scale canvas paintings; three of them as commission

Wheelhouse Graphix // July 2021 - June 2022 Production Designer + Account Executive

- Handled all art direction of Victory Lane banners, directional maps and promotional fence banners for the 2021 and 2022 NASCAR Cup and Xfinity series at Richmond Raceway in Virginia
- Oversaw design and invoicing of projects for PNC Music Pavilion, Kirlin Lighting, Dan Zeppa Photography and City Club Apartments

Michigan Sign Studios // June 2020 - July 2021 Graphic Designer + Production Assistant

- Developed large-format signage solutions for local businesses, through outdoor channel letters, office suite nameplates, real estate agent materials and vinyl vehicle graphics
- Assisted in the design and placement of graphics for Jet's Pizza, DaVita Kidney Care, United Wholesale Mortgage, Tropical Smoothie Cafe, Quickly Boba Cafe and Electric Last Mile

Martin Retail Group // January 2020 - April 2020 Assistant Account Executive (Buick & GMC)

- Created of PowerPoint decks to present monthly status updates to dealerships, for their Buick & GMC account
- Put together online resources of their month close and market launch materials to give out to Buick & GMC field teams/dealerships