

# GILLIAN JACOBSON

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## Education

### University of Kansas

Aug 2021 - May 2025

### Hochschule Trier

Study Abroad - Germany  
Mar 2024 - Jul 2024

### Wayzata High School

Plymouth, MN  
Sep 2017 - May 2021

## Other Activities

### Prototype

Design Club  
Aug 2022 - May 2025

### Alpha Chi Omega

Sorority  
Aug 2021 - May 2025

### Natural Ties

Volunteer  
Aug 2022 - May 2025

### Bartender

Bullwinkles Bar  
Mar 2024 - May 2025

## Skills

- Branding
- Packaging Design
- Social Media Content Creation
- Typography
- Adobe Creative Suite
- Figma
- Procreate

## Experience

### Graphic Design Intern

Pop Up Mob  
Sep 2025 - Dec 2025

- Designed and produced visual assets for experiential pop-ups and brand activations, from digital graphics to large-scale production pieces, ensuring cohesive storytelling across every touchpoint.
- Created pitch decks and campaign visuals for major clients including Medicube, Supergoop, Cartier, REM Beauty, ASOS, Halara, and Calvin Klein, supporting The Pop Up Mob's creative direction and brand partnerships

### Graphic Design Intern

Sandlot & Co Advertising Agency  
Jun 2025 - Aug 2025

- Design digital and print assets for major clients including McDonald's and local businesses
- Support fast-paced project timelines with quick turnaround on high-impact deliverables

### Graphic Design Assistant

Blue Key Artists  
Jul 2024 - Oct 2024

- Designed posters, album covers, banners, and digital marketing assets for signed artists
- Created engaging social media graphics to drive audience interaction

### Graphic Design Intern

Sporting Kansas City  
Jan 2024 - April 2024

- Developed branded graphics for social media, print materials, match-day promotions, and apparel
- Designed pitch decks and partnership mockups to support sponsorship outreach
- Produced real-time event graphics to enhance game-day engagement

### Graphic Design Intern

Wallin Education Partners  
Jun 2023 - Aug 2023

- Co-designed a \$50,000 billboard campaign featured across Minneapolis.
- Developed marketing graphics, email banners, and website visuals to improve brand presence.
- Provided event photography and content creation to document key moments.

### Apparel and Graphic Design Chair

Alpha Chi Omega  
Sep 2021 - Aug 2023

- Designed apparel for 20+ philanthropy and sisterhood events, serving 200+ members.
- Worked closely with manufacturers to ensure quality production.
- Designed logos, posters, and promotional materials for organization events.
- Created social media content to increase engagement and brand recognition.

### Sophomore Summit

Abercrombie & Fitch  
Jul 2022

- Selected from 5000+ applicants to participate in a marketing strategy research project.
- Developed customer insights and branding recommendations for retail growth.

### Graphic Design Intern

Marquette Boutique  
Jun 2020 - Sep 2021

- Designed logos, tags, and packaging to strengthen brand identity.
- Updated marketing materials with modern, on-brand visuals.
- Managed multi-platform visual content (social media, Shopify, email, and website design).
- Conducted trend research to support product and marketing decisions.
- Led retail pop-up shop branding, enhancing customer experience and engagement.