Jake M. Vaccaro
Digital Designer with 5+ Years Experience

✉ *JakeM.Vaccaro@gmail.com*   🖥 *Portfolio: www.jkvCreative.com*   📞 *585.490.2022*

📍 *Rochester, New York*   in *www.LinkedIn.com/in/JacobMVaccaro*   🐦 *@Jake_Vacc*

> ❝ *Bold and inventive creative full of big ideas and tenacity*
> *With a focus on detail and originality.* ❞

Skills

Creative Strategy • Art Direction • Brand Development • Brand Standard
Visual Identity/Personality • Corporate Brandinng • Digital Design • Web Design • UI/UX
Wireframing • Social Media Marketing • Packaging Design • Print Design • Print Production • Editing
Copywriting • Page Layout • Adobe Creative Suite • Illustrator • InDesign • Photoshop
CMS • Wordpress • Divi • MailChimp • HTML • CSS

Experience *5+ Years*

5LINX | Rochester, New York
Graphic Designer (Sept. 2017-present)

Responsible for art direction, brand standards, and design, from internal client brief and ideation to implementation for trade-show, print, packaging, social, and digital use cases. Includes 3 consumer goods brands and 4 digital brands.

jkvCreative
Principal Graphic Designer (Jan. 2013-May 2019)

Printing, logos, business cards, sales collateral, trade show displays, corporate merchandise, packaging, digital assets and WordPress development.

OffsiteDataSync, Inc. | Rochester, New York
Graphic Designer & Communications (Sept. 2016-May 2017)

Responsible for wireframing, responsive development and maintenance for web/mobile applications for mid-size B2B technology firm, designing, developing and integrating landing pages for digital events and marketing campaigns, social media graphics, banner ads, print ads and corporate collateral, as well as A/B testing lead generation materials and resources to optimize conversation analytics.

College Advancement Division | SUNY Geneseo
Web Designer & Communications (May 2014-May 2015)

Responsible for the design and programming of the Fund for Geneseo's web content among other divisions of the college. Providing innovative and eye catching solutions to meet the growing demand for interactive, and attractive user experiences in annual giving. Clerical, administrative and creative design assistance to Advancement. Digital video production and editing with Final Cut Pro and both graphic and web-design.

Education

State University of New York College at Geneseo
Business Administration