

# Lucy Jacobson, Product Designer

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## EDUCATION

### TRINITY COLLEGE DUBLIN

*M.Sc. in Interactive Digital Media, School of Computer Science & Statistics | With distinction*

2024 - 2025

### SAVANNAH COLLEGE OF ART AND DESIGN

*BFA in Advertising and Branding | Magna cum laude*

2017 - 2021

## EXPERIENCE

### PRODUCT DESIGNER

MUSA | May 2025 - August 2025

- Collaborated with Hunt Museum leadership to develop a website for an Irish Sign Language tour experience.
- Conducted user research, focus groups, and usability testing with deaf community users and stakeholders.
- Created affinity maps, personas, customer journey maps, and defined project goals.
- Developed feature set, site map, user flows, and branding for the digital platform.
- Designed low to high-fidelity prototypes and worked with full stack developer on implementation.
- Launched a live product actively used by museum visitors.

### DIGITAL DESIGNER

Baked by Melissa | March 2022 - August 2024

- Developed multimedia design assets, including web pages, advertising campaigns, animations, newsletters (with a subscription base of 1 million +), social media content, and outdoor displays for product launches and seasonal campaigns.
- Led newsletter redesign, modernizing layout and visual style which improved appeal and click-through rates.
- Collaborated with B2B team to create newsletter campaigns, social ads, and custom packaging materials for corporate clients.
- Provided creative direction for quarterly photo and video shoots supporting marketing campaigns.

### FREELANCE ASSISTANT ART DIRECTOR

JNF-USA | October 2021 - March 2022

- Oversaw execution of multi-channel assets including website design, magazine layouts, social media content, travel itineraries, and both printed and digital invitations.
- Designed graphics for physical and digital fundraising initiatives, contributing to the successful raising of \$113 million dollars in 2022.
- Used Salesforce to manage design requests from other departments.
- Presented design concepts to inform marketing and creative decisions.

## CERTIFICATIONS

### DESIGN LABS

*UX/UI Design Certification*

January 2024 - November 2024

## SOFTWARE

Figma · Framer · Miro · Photoshop · Illustrator · InDesign · After Effects · Canva · 3Ds Max · Premiere · Github · Powerpoint  
Asana · Slack · Teams · Bynder

## SKILLS

UX/UI · Interaction Design · Prototyping · User Research · Usability Testing · Accessible Design · Information Architecture  
Usability · HTML · CSS · Javascript · Copywriting