

Jacob Colby

Graphic Designer

jacobdcolby@gmail.com

630-862-9913

linkedin.com/in/jacob-colby

jacobcolby.com

PROFESSIONAL SUMMARY

Creative technologist with expertise in graphic and web design, skilled at maintaining brand consistency across digital platforms. Seeking to leverage diverse skills in design, web development, and content creation to enhance brand presence and drive engagement.

SKILLS

- **Design:** Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), UI/UX, Branding
- **Web:** HTML, CSS, JavaScript, Responsive Design
- **Other:** Project Management, Deadline-Oriented, Client Communication

EDUCATION

Bachelor of Science in Creative Technologies

Illinois State University, Normal, IL

Aug 2021 - May 2023

- **Best Digital Game** - Illinois State Games Showcase (2023)
- **Relevant Coursework:** UI/UX Design, Web Development, Game Design and Development

Computer Science and Graphic Design Studies

Drake University, Des Moines, IA

Aug 2019 - May 2021

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

Self-employed

- Develop brand identities, including logo design and social media assets for small businesses.
- Create engaging social media content to drive engagement and reach.

Footwear Operations Lead

Dick's Sporting Goods, Des Moines, IA

Sep 2024 – Present

- Optimize visual merchandising to enhance product presentation and drive sales.
- Manage inventory, ensuring all shoes are properly displayed and addressing issues like mismates.
- Train and mentor sales associates on product knowledge and customer service best practices.

Footwear Sales Associate

Dick's Sporting Goods, Des Moines, IA

Oct 2023 – Sep 2024

- Assisted customers with footwear selections and ensured accurate product knowledge.
- Maintained organization and stock levels in the department.