

# JACKSON KRUSE

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## EDUCATION

**Northwestern University** 2021 to 2025  
B.S. Journalism & Sociology

**Loyola High School of Los Angeles** 2017 to 2021

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## ENRICHMENT

**Parsons School of Design** 2022  
course in graphic design history

**Otis College of Art & Design** 2020  
course in graphic design

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## SKILLS

**SOFTWARE**  
Adobe Illustrator, InDesign, Photoshop,  
After Effects; Figma; Microsoft Suite

**STRENGTHS**  
identity, creative direction, brand strategy,  
design infrastructure, academic research

**LANGUAGE**  
Spanish (working proficiency)  
Italian (elementary proficiency)

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## RECOGNITION

**William H. Exum Award H.M.** JUNE 2024  
Northwestern University Sociology Dept.

**Student Guest Speaker, Branding** JAN. 2023  
Northwestern Inst. for Business Education

**Loyola Award** JUNE 2021  
Loyola High School of Los Angeles

**STA 100 Award (Shared)** DEC. 2020  
Society for Typographic Arts

**"Literature &..." Panelist** MAR. 2020  
The Archer School for Girls

## EXPERIENCE

**Brand Design Resident** SEPT. to DEC. 2024 (EXP.)  
**TaxStatus** • Frisco, TX (Remote)

- Leads brand renovation projects — color palette, new typeface suite, and from-scratch icon library, and website relocation — for fintech startup of 15 employees
- Develops visuals for presentation at financial conferences across the country

**Design Specialist Intern** JUNE to AUG. 2024  
**Aon** • Chicago, IL

- As a member North America Pursuit and Creative team, supported over 40 unique request for proposal (RFP) projects across firm, designing print and digital materials including client team charts, data visualization, and microsites
- Led project team of seven fellow interns through a ten-week research project on cyber security; designed final presentation using department project model

**Contract Graphic Designer** SEPT. to OCT. 2023  
**MSCHF** • New York, NY (Remote)

- Combined original copy with manipulated brand assets to develop social media campaign for MSCHF's Million Dollar Puzzle during the 2023 holiday season

**Brand Design Intern** JUNE to AUG. 2023  
**Los Angeles 2028 Olympic & Paralympic Games (LA28)** • Los Angeles, CA

- Produced day-to-day deliverables including signage for local civics events, stadium digital boards, and environmental design for International Olympics Committee and Team USA events in the United States and Switzerland
- Engaged with small creative team on long-term "Look of the Games" creative strategy; researched and organized concepts from prior games for reference

**Graphic Design Intern** FEB. to SEPT. 2022  
**Marquee Sports Network** • Chicago, IL

- Manned the "game day" shift, fulfilling in-game television graphics requests, with designs featured on national television within minutes of completion
  - Devised brand identity for "Road to Wrigley," an award-winning weekly program that provides multiview coverage of the Chicago Cubs farm system
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## FREELANCE STUDIO

JAN. 2018 to PRES.

Engages with clients on brand identity, art direction, and creative strategy

- Executes contracted social media campaign projects
- Regularly composes one-off posters and social graphics for college band house shows, comedy hours, and theatre performances
- Conducts research on the intersection of visual design and social interaction, with projects including Helvetica as a technological infrastructure, Corporate Memphis and Sianne Ngai's gimmick, and typography and American politics