

# 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

## ENRICHMENT

WHP Global FEB. 2025  
Externship: Design and Fashion Licensing

Parsons School of Design 2022  
Course: Graphic Design History

Otis College of Art & Design 2020  
Course: Graphic design

## 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)

## 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

## EXPERIENCE

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

- Led brand renovation projects — color palette, new typeface suite, from-scratch icon library, and website relocation — for fintech startup of 15 employees
- Overhauled five digital presentation templates and reformatted existing data visualization assets for delivery at financial services conferences across the U.S.

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

- As a member of 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

## FREELANCE STUDIO

JAN. 2018 to PRES.

Engages with clients on brand identity and infrastructure; extends services into areas including naming, copywriting, 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