

JACKSON KRUSE

EMAIL info@jacksonkruse.com
PHONE +1 213 359 0413

WORK jacksonkruse.com
LINKEDIN linkedin.com/in/jacksonkruse

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

Studio Design Intern JUNE to OCT. 2025
Club Studio • Los Angeles, CA

- Supports two founding creatives in all phases of brand identity projects, including research for naming; brand development; signage and wayfinding; and especially production for sales and marketing materials, brand collateral and merchandise, and toolkits with full Pantone color bridging practices
- *At this time, work is available upon request*

Brand Design Resident SEPT. to DEC. 2024
TaxStatus • Chicago, IL

- 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

- 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