



Luke Jackson

Branding, Marketing, Design

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Objective

Dedicated and motivated graphic designer and marketer with proven leadership and organizational skills seeking a rewarding and challenging position in which I can further develop my visual and marketing design skills on a dedicated team of enthusiastic creatives.

Related Work Experience

Hasbro Toys - January - May 2017

Co-op Graphic Designer on Playskool Branding
Team working towards the development of creative assets for brands within Playskool. Worked on packaging and logo design for Playskool and various other brands creating assets. Carried out any other miscellaneous responsibilities required of the team.

MassPIRG Students - January 2015 - November 2017

Utilized visual and textual brand of MassPIRG in the form of posters, ads, and social media posts used across the U.S. as an intern, then as a Campus Organizer at Massbay Community College. Recruited, hired, and managed student volunteers and interns to achieve campus-wide goals.

Fitchburg Art Museum - January - May 2014

Led design team in production of 100+ page document to showcase and catalog the Naturetech art exhibit featuring the eclectic artists: Nathalie Miebach, Cristi Rinklin, and Michelle Samour.

Wil Darcangelo & The Tribe - August 2015 - Present

Led design team in negotiation and production of brand identity, campaign, and graphic toolkit for the social-enterprise rock band, as well as personally designed the cover of their debut album: "Strange Among the Different"

Technical Skills

Proficient in Adobe Illustrator, Photoshop, InDesign, and Bridge. Proficient in Microsoft Word, Excel, PowerPoint, and Publisher. Familiar with Content Management Systems, HTML5, CSS.

Education

Fitchburg State University

B.S. in Communications Media

Professional Communications and Graphic Design Concentrations

Sociology LA&S Minor

2013 - May 2017

May 2017

3.6 program GPA/ 3.49 overall GPA

3.6 program GPA

Awards and Achievements

Rhode Island Honors Grant

Dean's List

Lambda Pi Eta Honors Communication Society Member

Who's Who Among Students Award

Fitchburg State Student Government Senator

MassPIRG University Chapter President

MassPIRG State Board Representative

MassPIRG Member at Large on Eboard of State Board Council

Spring 2013

Fall 2015 - Spring 2017

Fall 2015 - Present

Spring 2016

Fall 2016 - Spring 2017

Fall 2016 - Spring 2017

Spring 2015 - Spring 2017

Spring 2015 - Spring 2017