mackenzie jacobs

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education

University of San Francisco — Fall 2016 - Spring 2020
Summa Cum Laude — Majoring in Design, Minoring in Fine Art, Jewish Studies & Social Justice

Scottsdale Community College — Fall 2014 - Spring 2016
Dual-Degree Program for Design, Advertising Art

experience

Senior CX & Brand Operations Specialist, UXUI Team Lead, UXUI Designer
CarbonCure Technologies Inc. — Remote — Fall 2022 - Present

Using a customer-centric approach, I work cross-departmentally to deliver high-level solutions to complex problems for our internal and external software products. Beginning as a UXUI Designer and continuing to my current role as Senior CX & Brand Operations Specialist, my high performance and leadership stem from my passion for climate resilience. Building scalable internal processes and design systems, facilitating and managing meaningful experiences for internal users and customers, and increasing the value of our deliverables through consistency, research, documentation and a focused commitment to defined success metrics.

Digital Designer
Goodwill Industries of Eastern NC — Durham, North Carolina — Fall 2021 - Fall 2022

Progressed my passion for non-profit work by crafting and executing multimedia projects that positively impact those in Eastern North Carolina. I worked cross-functionally with motion graphic, learning, and engineering teams to strategize and deliver scalable digital product assets. I used Figma to drive the development of our primary website redesign and new learning platform with an emphasis on data-driven engagement, inclusivity, and accessibility.

Freelance
Remote — Spring 2020 - Winter 2022

Established emerging clients and brought their brands to life through multimedia design. This included brand identity packages, print or digital promotional assets, illustrations, motion graphics, responsive website design and maintenance, photo/video editing, external templates, newsletters, and decks. I always prioritized translating clients' vision into the highest-quality, marketable designs.

Digital Designer
Storytellers Brand Studio, USAToday Network — Phoenix, Arizona — Spring 2021 - Fall 2021

Participated on a specialized team within a large company, working with national brands (Verizon, Humana, No Kid Hungry) to produce B2B advertisements, editorial content, social media assets, video, internal documents, and decks to contribute to business objectives. In this role, I established my personal intensity for collaboration and communication.

Gallery Designer
Thacher Gallery — San Francisco, California — Summer 2018 - Spring 2020

From conception to execution, I collaborated with gallery curators and artists to create purposeful directions for their work and gallery exhibitions. Content included posters, digital advertisements, text panels, brochures, banners, gallery labels, social media content, and visual display materials.

software

Figma, Adobe Creative Suite, Microsoft Suite, Google Services, Atlassian (Confluence & Jira), Monday, Asana, Pendo, PostHog, Slack, MUI Library, KendoReact Library,

skills

Design — Visual identity & communication, illustration, publication, editorial, typography, layout, digital content, motion graphics, campaign, packaging, art direction

UX — Strategy, research, roadmap development, prototyping, product management, site mapping, auditing, user journey mapping, systems & processes

Other — Team management, brand & voice guidelines, photography, presenting, collaboration, organization

certification

Design Leadership Fundamentals I - Design Dept. — Issued Dec. 2023

involvement

Triangle User Experience Professionals Association - Raleigh — 2023 - Present
Climate Designers - Phoenix — Summer 2020 - Current
American Institute of Graphic Arts - San Francisco/Phoenix/Raleigh — 2017 - 2021