

Jacklyn Thomas

Graphic Designer

jacklynthomas.com
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Education

Certificate in Graphic Design
Shillington School of Graphic Design
February 2020 - December 2020

B.A. in History
University of Michigan
September 2014 - April 2018

Skills

Design

Photoshop | Illustrator | InDesign |
Figma | Adobe CS | Sketch

Marketing & Social Media

Mailchimp | Squarespace | Facebook |
Instagram | X | Pinterest | LinkedIn

Volunteer Work

Creative Direction
Together For
September 2020 - November 2020

Brand Design
GetUsPPE.org
March 2020 - May 2020

Experience

Lead Designer | KINESSO

September 2023 - Present

- * Lead the brand design and creative direction of the IPG Mediabrands merge between Reprise Digital, Kinesso, and Matterkind, creating and stewarding the brand identity and collateral (website, presentations, etc.), for the organization
- * Work closely with organization leaders and liaise with contract creatives, animators, etc. to create assets and collateral used to launch KINESSO's new brand and bring them into a new era
- * Maintain brand integrity as KINESSO's name and mission has expanded, creating materials and graphics for media

Graphic Designer | Reprise Digital

September 2021 - September 2023

- * Head the creative leg of the Reprise Communications team, producing high-quality materials for social, email, and new business efforts valued at up to \$500K, including presentations, ad creative, and video content
- * Collaborate with senior executives, copywriters, video editors/animators, and marketers to define strategic direction for designs based on market indicators and brand identity
- * Coordinate with partner agency designers to execute a rebranding initiative for a client account valued at \$13MM, including the creation of custom graphics and web layouts

Graphic Designer | Freelance

July 2018 - Present

- * Work with clients across the non-profit, lifestyle, and retail space to develop brand identities, websites, ad creative, and print collateral based on their needs and trends within their space
- * Provide brand and social strategy direction through in-depth research, brainstorming, and pitch sessions

Paid Social Media Planner | Digitas

January 2019 - September 2021

- * Collaborate with clients to develop comprehensive digital media plans based on their unique needs and goals and execute said plans across various social platforms
- * Analyze campaign performance and results to improve internal processes and provide recommendations for future efforts
- * Develop agency point of views (POVs) to outline vendors' advantages and capabilities to clients