

JOYCE JACOBSON

Senior Graphic & Web Designer | Creative Lead | Strategy | Brand

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[LinkedIn](#) | [Portfolio](#)

Dedicated to achieving excellence in design for print, digital, and web projects.

As a Senior Graphic and Web Designer with over 25 years of experience, I excel in leading brand management and strategy across various platforms. I thrive in fast-paced environments, guiding clients from project initiation to completion with a focus on design consistency and effective communication. My expertise lies in managing projects, collaborating with experts, and delivering client solutions that align with their needs while ensuring project success. Additionally, I have a proven track record of developing partnerships, overseeing campaigns, and directing branding efforts to achieve seamless project execution.

I am a talented and experienced Senior Graphic and Web Designer currently seeking a meaningful position where I can apply my skills and experience to help drive growth and vision in an established company. I am committed to design excellence.

- Detailed, organized, deadline driven, reliable, fast-thinking, personable, and team/goal oriented.
- Adept and constantly learning new skills within the ever-changing industry.
- Worked directly with brands, retail, hospitals, universities, large companies, sole proprietors, non-profits, and small businesses - each with their own specific needs, brand standards, and design solutions.
- Successfully created seamless marketing experiences via consistent web sites, social media postings, email blasts, advertisements, logo and brand systems, flyers, direct mail, books, exhibits, and much more.

WORK EXPERIENCE

Senior Graphic and Web Designer, Co-Owner, Rana Graphics

September 1998 - August 2024 • 26 years • Plymouth, Massachusetts

Led brand management and strategy initiatives for print, web, and digital/social media projects.

- Managing projects from inception to completion, including the sales process, brainstorming strategies with clients about their specific needs, budget, timeline, design aesthetics, and the best methods for producing and implementing projects.
- Present ideas to clients and develop solutions that align with their expectations and goals.
- Collaborated with printers, writers, developers, photographers, and marketing experts to ensure projects were comprehensive, completed on time, and within budget.
- Thrive in a fast-paced, detail-oriented environment. Utilize strategy and skill to design projects across various mediums. Always eager to learn new things. An ideal fit for companies seeking consistent messaging throughout all communications.
- Projects include websites, email blasts, social media, logos, business cards, sell sheets, flyers, brochures, digital media, catalogs, postcards, advertisements, posters, large format displays, events, promotional products, apparel, and more.

Graphic Designer, Excel Marketing

November 1997 - September 1998 • Quincy, Massachusetts

Managed projects from inception to completion, ensuring timely and cost-effective delivery.

- Coordinated advertising placements and oversaw campaign management.
- Developed partnerships with printers, photographers, writers, and marketing collaborators.
- Established and maintained relationships with key stakeholders for seamless project execution.
- Directed branding, direct mail, and advertising efforts for Excel Marketing.



PROFICIENT IN

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat
- Adobe Express, Adobe Stock, etc.
- Canva
- Microsoft Suite: Word, Powerpoint, Excel
- WordPress
- Wix
- Constant Contact
- Mail Chimp
- Familiar with ChatGPT, Square, Figma, and After Effects

KEY CLIENTS

- ACA Group
- Brown University
- One Mission
- Reebok
- Reputation Institute
- Rockport
- South Shore Health

EDUCATION

University of Massachusetts, Dartmouth

- BFA, Graphic Design, 1996
- BFA, Typography, 1997

OTHER/VOLUNTEER

- Family Faith Teacher for 10 years.
- Kingston PTO Volunteer for 10 years.
- Paint Nite Teacher/Artist for 2 years.

References available upon request.