



Jack Vogelsang

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978.302.3390

EDUCATION

Northeastern University

↳ December 2022 / Boston, MA

BFA in Interaction Design
with a minor in Design and
Innovation in Engineering.
Magna Cum Laude.

SKILLS

Identity and Brand Design
Website and App Design
UX/UI Design
Prototyping
User Testing and Research
Project Management

SOFTWARE

Adobe Creative Suite
Figma
Invision
DSLR Photography
Sketchup
Autocad
Solidworks
MATLAB
HTML/CSS

EXPERIENCE

Design Lead at EXPmaker

↳ December 2022 - Present / Boston, MA

Implement a comprehensive brand strategy for an innovative community center for students at Northeastern University. Develop and maintain relationships with stakeholders, staff members and students to ensure the successful roll-out of the brand identity through promotional assets, community-building initiatives and spatial design.

Design Co-op at Ogilvy

↳ January - June 2022 / Cambridge, MA

Created strategic social, web, print, and cross-channel campaign content for a roster of 20+ unique biotech and healthcare companies. Collaborated with the creative team to determine and implement brand best practices through extensive visual identity research and development with both in-depth guides and practical reference materials and templates.

Conference Lead at Scout

↳ August 2021 - May 2022 / Boston, MA

Managed a team of 20 students on design, development, UX and marketing teams to organize a one-day student-run design conference. Directed weekly meetings, facilitated weekly sprints and provided overall creative direction of the event's visual identity through all formats; digital, print and experience.

Graphic Design Co-op at Homegoods & Homesense

↳ January - June 2021 / Boston, MA

Designed print and digital promotional assets across two companies with unique brand guidelines. Collaborated with both creative and marketing teams to fulfill project briefs while following the creative process at large; brainstorming sessions, revisions, presentations and print production.

Project Lead at Scout

↳ August - December 2020 / Boston, MA

Led a team of six designers and developers to introduce and employ a brand identity to a Biopharmaceutical Laboratory located in the greater Boston area. Worked with weekly design sprints to define project scope and timeline in addition to mentoring members of my team in a fast-paced and collaborative digital work environment.