



# Jack Vogelsang

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## EDUCATION

### Northeastern University

↳ December 2022 / Boston

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

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## SKILLS

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

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## SOFTWARE

Figma  
Adobe Creative Suite  
Illustrator  
InDesign  
Photoshop  
After Effects  
Invision  
DSLR Photography  
Sketch  
AutoCAD  
Solidworks  
MATLAB  
HTML/CSS

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## EXPERIENCE

### Creative Designer at NoGood

↳ March 2024 – present / New York, NY

- Sole designer leading UX for a new AI-powered search and SEO optimization app.
- Collaborate closely with a team of four developers and a product manager in a fast-paced agile sprint process.
- Design high-impact digital ads, websites, and social content, ensuring data-informed creative performance.

### Designer at Northeastern University (Office of the Provost)

↳ May 2023 – March 2024 / Brooklyn, NY

- Led creative ideation and execution for high-profile university initiatives, elevating the institution's visual presence.
- Designed websites for university events, ensuring a seamless and engaging user experience.
- Mentored and empowered design interns, fostering creative confidence and meaningful project contributions.

### Design Lead at EXP Makerspace

↳ December – May 2022 / Brooklyn, NY

- Implemented a comprehensive brand strategy for an innovative student center.
- Developed and maintained relationships with stakeholders, staff members, and students to ensure the successful rollout of the brand identity.
- Designed promotional assets, community-building initiatives, and spatial elements to enhance engagement and visibility.

### UX Designer at BeSpotted

↳ June 2022 – February 2023 / Boston, MA

- Developed wireframes, user flows, and interactive prototypes in Figma for multiple pet care companies.
- Collaborated with developers for successful handoff of assets and UI documentation.

### Design Co-op at Ogilvy

↳ January – June 2022 / Cambridge, MA

- Created strategic social, web, print, and cross-channel campaign content for 20+ biotech and healthcare companies.
- Lead designing a new identity for a NIH research campaign.
- Conducted extensive visual research and developed guidelines and templates.

### Conference Lead at Scout

↳ August 2021 – May 2022 / Boston, MA

- Led and empowered a team of 20 students across design, development, UX, and marketing teams to organize a one-day student-run design conference in Boston.
- Directed weekly meetings, facilitated sprints, and provided creative direction for the event's visual identity across digital, print, and experiential formats.