



Jack Vogelsang

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EDUCATION

Northeastern University

↳ December 2022 / Boston

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

SKILLS

Identity and Brand Design
Organic Social Content & Motion
Campaign & Ad Creative
(Meta, LinkedIn, Display)
Website and App Design
UX/UI Design
Product Design Systems
Prototyping
User Testing and Research
Project Management
Brand Identity & Rollouts
Agile Design Process

EXPERIENCE

Creative Designer at NoGood

↳ March 2024 – present / New York, NY

- Design performance-driven creative across paid ads and organic social for clients like Oura Ring, Consumer Reports, Gelato, and ResX.
- Collaborate with strategists, marketers, and clients in a fast-paced agency environment to turn growth insights into on-brand visual assets.
- Deliver high-quality, high-impact work on tight timelines, balancing brand craft with marketing 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 web experiences and digital collateral that reinforced a modern, cohesive brand identity.
- Mentored junior designers; contributed to scalable internal systems and templates.

Design Lead at EXP Makerspace

↳ December – May 2022 / Brooklyn, NY

- Built a full visual identity system and rollout strategy for a student innovation space.
- 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 for multiple pet care companies and startups.
- 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 NIA new 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.