

Jack Vogelsang
Senior Designer

jackvogelsang.com
jack.vogelsang@gmail.com
(978) 302 3390

Experience

Senior Designer
Instant
(Jul 2025 – present)

Leading growth design for a rapidly scaling tech startup, creating high-impact marketing and ad creative across digital channels. Creating website, motion, and campaign design that accelerates brand awareness and engagement at a pivotal stage of growth. Collaborating with sales and product teams to develop performance-driven design grounded in data and creative experimentation.

Creative Designer
NoGood
(Mar 2024 – Jul 2025)

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.

Product Designer
Goodie
(Aug 2024 – Jul 2025)

Led design for an AI-powered marketing analytics dashboard, building an atomic design system and high-fidelity prototype from the ground up. Collaborated daily with developers and product leads in agile sprints to refine user flows, define component structures, and ensure a cohesive, scalable design language across the platform.

Designer
Northeastern University
(May 2023 – Mar 2024)

Lead creative ideation and execution for high-profile university initiatives, elevating the institution’s visual presence. Mentor and empower design interns, fostering creative confidence and meaningful project contributions. Collaborate across departments, ensuring brand consistency across various channels.

Design Lead
EXP Makerspace
(Dec 2022 – May 2023)

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

UX Designer
Be Spotted
(Jun 2022 – Feb 2023)

Developed compelling digital experiences for multiple petcare companies through wireframes, user flows, and interactive prototypes to bring the company’s objectives to life. Created strategic visual identities while working alongside developers to ensure a successful hand-off of assets and UI documentation.

Education

Northeastern University
Boston, MA

Bachelor of Fine Arts in Interaction Design
Minor: Innovation and Design in Engineering

Skills

UI/UX Design
Atomic Design Systems
Website & Web App Design
Prototyping

Branding	Figma
Art Direction	Adobe Creative Cloud
Design Systems	Framer
Motion Design	