



Miranda Jacobucci

Visual Designer

EXPERIENCE

Contract Visual Designer / The Robuilt Channel

April 2021 – Present

- Develop Host Camp brand and continually refine across digital and print platforms
- Collaborate to ensure marketing materials and templates are optimized for use and success
- Go beyond design to work with the copywriter to enhance messaging effectiveness
- Improve marketing materials, messaging, and user experience with every project
- Fast-paced environment requiring skills in branding, design, animation, and marketing strategy

Contract Visual Designer / PayZen

June 2022 – April 2023

- Work directly with VP of Marketing to create all marketing materials
- Create brand guidelines to govern usage of brand across all media types
- Ensure materials and messaging effectively reach and engage target audiences
- Develop marketing materials for trade shows, POS, decks, digital ads, and website graphics
- Organize and elevate brand materials

Contract Visual Designer / Karat

May 2021 – January 2022

- Work directly with the Brand Strategist, VP of Marketing, and department heads
- Collaborate with social media manager to create dynamic content without increasing cost
- Create animated content that leads to more engagement and increases click-through rate
- Work directly with vendors from start to completion of projects
- Work directly with developers to launch new blog design including QA and testing

Art Director on HyundaiUSA.com / Innocean USA

February 2018 – May 2021

- Work on the launch of the redesigned Hyundai website
- Create motion graphics to sell the new site design in presentations to global Hyundai Executives
- Provide creative direction on assets to vendors and create assets as needed
- Work with copywriters, UX, and creative directors to create new pages and components
- Develop a design system in Sketch for the Hyundai design team to increase efficiency

SKILLS

What I do

Marketing Design, Art Direction, User Interface, Print & Layout Design, Social, Digital Ads, Email Marketing Design, Improve Internal Processes & Procedures.

PROGRAMS

Pro

Illustrator, Indesign, Photoshop, Figma, & Sketch.

Bonus

After Effects, Premiere Pro, HTML/CSS, Active Campaign, Hubspot, and Mailchimp for Email Marketing

EDUCATION

Class of 2014

Laguna College of Art + Design
BFA Graphic Design + Digital Media
Summa Cum Laude
Laguna Beach, CA

HOBBIES

Obsessed

Rock Climbing - 12 yrs
Surfing - 16 yrs
Drawing - Always



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