

Jacob Shachter

PRODUCT DESIGNER & CREATIVE STRATEGIST

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Education

MIAMI UNIVERSITY

Expected Dec. 2025 | 3.91/4.00

Bachelor of Arts in Emerging
Technology in Business and
Design

Co-Major in Entrepreneurship

Minor in Digital Marketing

Minor in Arts Management

Skills

Design Thinking Methods

Adobe Creative Suite

Figma

UX/UI Research and Design

Creative Process Strategy

Brand Development

Content Strategy

Graphic Design

Project Management

Involvement

M.U. Honors College

M.U. Community for Creativity

ETBD Student Advisory Board

Ask Me About

StartupCincy Week 2024

Facilitating Client Projects

Creativity City 2024

Professional Experience

CINTRIFUSE

May 2024 - Dec. 2024

Graphic Design and Marketing Intern

Cincinnati, OH

- Expanded branding uses for Cintrifuse and StartupCincy during a pivotal rebranding phase, ensuring a unified visual identity across all platforms, specifically for StartupCincy Week 2024.
- Enhanced event-specific marketing campaigns for Cintrifuse, Cintrifuse Capital, and StartupCincy, leveraging insights from omnichannel performance data to increase awareness.
- Created visually compelling content and graphics, contributing to an improved brand presence and a stronger connection with the Cincinnati startup community.

WORLD CREATIVITY

Mar. 2023 - Oct. 2024

Creative Director

Oxford, OH

- Crafted data-driven content strategies by extracting insights from performance reports, enhancing international communication to 160 countries.
- Facilitated the end-to-end creative process for large-scale events and initiatives, creating a cohesive and recognizable visual identity that resonated with global and local audiences.

THREAD UP OXFORD

May 2024 - Aug. 2024

Web Design & Development Freelancer

Oxford, OH

- Designed and developed a custom website aligned with clients' branding, ensuring a seamless user experience while differentiating their brand in competitive markets.
- Executed user-centered processes, integrating strategic design, development, and user research to create a final deliverable that met both client and customer needs.