

# Jacob Shachter

UX/UI 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 Student

M.U. Community for Creativity

ETBD Student Advisory Board

CCA Student Advisory Board

## Involvement

StartupCincy Week 2024

Facilitating Creative Processes

Creativity City 2024

Multiple Client Projects

Creating in the Box

Leading a Business Org.

## 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.

### SAFY OF AMERICA

*June 2023 - Oct. 2023*

Business Development & Communications Intern *Remote*

- Supported business development initiatives by conducting market research and identifying partnership opportunities, increasing community outreach efforts.
- Crafted compelling communication materials, including press releases and online content, to enhance awareness of SAFY's mission and foster stakeholder engagement.