

JACOB LAFLEUR

Grass Valley, California

Email: jacob.lafleur@rocketmail.com

Website: jacoblafleur.com

EDUCATION Academy of Art University, San Francisco, CA // 2011–2015

MFA in Graphic Design

University of California at Santa Cruz // 1996–2001

BA in Art History

SOFTWARE SKILLS Photoshop, Illustrator, InDesign, Premiere Pro, Audition, InVision, Wordpress, Shopify, Squarespace, Word, Excel, Powerpoint, and Filemaker Pro. Current experience with the Adobe Creative Cloud.

EXPERIENCE **Design Lead.** *The Union Newspaper.* 9/2022–Present. Grass Valley, CA

Management of and communication with graphics, editorial, and advertising teams to design and publish magazines, tabloids, and newspapers for The Union and its affiliated publications. Lead designer for all Special Sections publications including Best of Nevada County, Nevada County Visitor's Guide, and the Nevada County Fair Guide.

Graphic Designer. *Freelance.* 8/2015–Present. Grass Valley, CA

Development of logos, branding/business identities, print collateral, packaging, marketing presentations, info-graphics, signage, illustrations, and web designs for businesses in California and the Western United States. Current and past clients include:

The Boldt Company. (Construction) Marketing presentations and proposals. (Sacramento, CA)

BarProse. (Study App for Law Students) Logo design and marketing. (Sacramento, CA)

Waterhound Futures. (Water/Civil Engineering) Marketing and print collateral. (Sacramento, CA)

Taber Creative Group. (Marketing Agency) Info-graphics and logo design. (Roseville, CA)

Xylem. (Water/Engineering Products) Brochure design and website collateral. (San Francisco, CA)

VEC: Virtual Engineering and Construction. Print design and marketing. (San Francisco, CA)

Brightfox Education. (Test Prep Agency) Marketing and print collateral. (San Ramon, CA)

John Paris Music. (Concert Pianist & Composer) Web design. (Marysville, CA)

Terra and Co. (Natural Toothpaste) Print, packaging, and web design. (Los Angeles, CA)

UC San Diego Extension. Print design, branding, and brochures. (San Diego, CA)

KC Equipment (Construction) Signage, wayfinding, and branding. (Seattle, WA)

Advance Biometrix. (Medical Heart Monitors) Web design and print design. (Seattle, WA)

Graphic Designer. *Johnson Law Group.* 8/2022–6/2023. Grass Valley, CA/ Denver, CO

Assisted with email signatures, social media, and internal and external document designs.

Graphic Designer. *Casa Pacifica.* 7/2022–12/2022. Grass Valley, CA/ Camarillo, CA

Developed print and digital graphic design materials for this Non-Public School for at-risk youth.

Assisted with fund raising activities, reports, and social media designs.

Graphic Designer. *Beautiful Feet Books.* 5/2017–12/2022. Grass Valley, CA/ San Luis Obispo, CA

Print design and page layout on book projects for an educational publishing house focused on literature, history, and picture books geared towards a parent and grade school audience.

Work included editorial design, photo touch-ups/alterations, and editing.

Graphic Designer. *IIC Partners.* 9/2018–7/2022. Grass Valley, CA/ New York, NY

Designed conference collateral materials, membership items, and reports for different industries for one of the top ten executive search companies worldwide. Included work on web graphics, illustrations, and info-graphics.

- EXPERIENCE** **Graphic Designer.** *CMATO.* 8/2019–6/2022. Grass Valley, CA/ Thousand Oaks, CA
(Continued) Designed material for CMATO: California Museum of Art Thousand Oaks. Made brochures, event and fund raising graphics, presentations, social media designs, and advertisements. Assisted with the development of branding standards.
- Graphic Designer.** *Mary Baldwin University.* 3/2022–4/2022. Grass Valley, CA/ Staunton, VA
Assisted with print flyers, social media, and email designs for the online division of this university, with a focus on their medical programs.
- Graphic Designer.** *Advancement Branding.* 6/2021–12/2021. Grass Valley, CA/ Graton, CA
Assisted with the development of branding books for a large bank rebranding project for Truist Bank, the 10th largest bank in the U.S. Responsibilities included organizing and designing the marketing and interiors branding specifications for multiple bank branches.
- Graphic Designer.** *Region 9 Head Start.* 2/2020–11/2021. Grass Valley, CA/ Sacramento, CA
Designed material for this division of the US Health Department, which provides early childhood education for low-income children and families. Includes logo design, digital banners, event collateral, apparel, and social media designs.
- Graphic Designer.** *Swellfox.* 8/2020–7/2021. Grass Valley, CA/ Boise, ID
Developed product ads, documents, brochures, and presentations for this web/ design/ video agency geared towards the mechanical engineering industry.
- Graphic Designer.** *Kimmie Candy.* 10/2019–4/2021. Grass Valley, CA/ Reno, NV
Helped with the design of labels and packaging for the largest chocolate and candy company in Nevada. Assisted with the design and preparation of holiday and specialty label packaging.
- Graphic Designer.** *Terry Feinberg Consulting.* 10/2019–7/2020. Grass Valley, CA/ San Jose, CA
Assisted with graphic design marketing projects for real estate companies in the San Jose area. Focused on mailers, advertisements, and print marketing.
- Graphic Designer.** *Close Curtain.* 1/2019–6/2019 Grass Valley, CA/ Rocklin, CA
Assisted with design work for this graphic and web design company focused on businesses in the Sacramento area. Created graphic work for print and digital collateral including logos, posters, and social media designs.
- Graphic Designer.** *Marketlink.* 10/2018–3/2019. Grass Valley, CA/ Sacramento, CA
Assisted with design work for this marketing agency focused on the AEC (Architecture/Engineering/ Construction) industry in California and Utah. Helped with print design for case studies and capabilities documentation, and with digital designs for website content and social media outlets.
- Graphic Designer.** *Fierce, Inc.* 4/2017–1/2019. Grass Valley, CA/ Seattle, WA
Worked on print and digital graphic design for this leading business consulting agency in Seattle. Print design included work on presentations, branding, white papers, case studies, charts, and employee biographies. Digital work included making landing pages, banners, info-graphics, and social media designs for events and promotions.
- Graphic Designer.** *Wielers.* 3/2016–5/2016 Grass Valley, CA/ Sacramento, CA
Assisted with developing multiple presentations for real estate development projects in the Truckee area—included presentations for investors in the project, potential home-buyers, and for partner businesses in the area.