CONNOR JACKSON

graphic design & brand strategy

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EXPERIENCE

Johnson & Johnson

Brand Experience Design Intern | New York | Summer 2021

Johnson & Johnson is globally recognized for its medical devices, pharmaceuticals, and consumer packaged goods

- **Zyrtec®**: Strategized sustainability initiative, extended brand identity across retail, social media, and web experiences
- **Clean & Clear®**: Designed product pages and website banners for an Aloe Vera product launch
- **VELYS™ Digital Surgery**: Composed poster and magazine layout about the value of design, for Design Management Institute - Competition Finalist

Cohere

Graphic Design Intern | Philadelphia | Spring 2021

Cohere is a creative agency focused on uniting stakeholders around shared goals in food, hospitality and real estate

- **Marriott**: Developed wayfinding, print collateral, and a brand guideline presentation for The Tillery restaurant
- **Starr Restaurants**: Designed brand merchandise featuring custom illustration, coordinated production with vendors
- **Popcorn Start-up**: Developed brand identity system, including logo, typography, color palette, packaging, and social media content

INVOLVEMENT

TEDX Talk Lebow College of Business *Fall 2022*

- Presented to a 100+ person audience on DEI and the history of gender stereotypes in American advertising

Resident Assistant *Fall 2019 - Spring 2023*

- Supervised 40 students annually and provided support throughout personal and academic development
- Completed 8 weeks of cumulative training on DEI, conflict mediation, and crisis response

AIGA Event Coordinator *Fall 2021 - Spring 2022*

- Organized workshops and guest speaker talks for members of Drexel's American Institute of Graphic Arts chapter

EDUCATION

Masters in Business Administration, MBA

Drexel University, 2023

Philadelphia, PA

B.S. Graphic Design

Drexel University, 2022

Philadelphia, PA
Pennoni Honors College
Summa Cum Laude

Study Abroad, London

FIE, 2021

Foundation for International Education
Typography Explorations in the UK

SKILLS

Design
Brand Identity
Typography
Packaging
Website Design
Wayfinding
Exhibits
Retail Merchandising
Publication Design

Strategy
User Insights
Competitive Analysis
Positioning
Brand Architecture

HONORS & AWARDS

Drexel Graphic Design Typography Award of Excellenece
Spring 2022

New York Times + Adobe Creative Jam Finalist
Fall 2021

Design Management Institute Competition Finalist (J&J - VELYS™)
Summer 2021

GD USA Student Award
Winter 2020