

JACOB MARTINSON

industrial designer

EDUCATION

Iowa State University

Bachelor of Industrial Design

August 2009 - May 2013

GPA 3.25 / Dean's List

IDSIA Student Chapter Member

Iowa State University

Design Council

SKILLS

Sketching

Adobe Creative Suite

Microsoft Suite

Rapid Ideation

3D Modeling

Solidworks/CAD

Keyshot

Rapid Prototyping

Color Theory

Packaging Design

Branding

eCommerce

Trend Forecasting

OTHER INTERESTS

Interior Design

Fashion + Apparel

Furniture Restoration

REFERENCES

Available Upon Request

EMPLOYMENT

Team Effort, Incorporated (Aug. 2014 - Present)

Create product and graphic design solutions for a recognized leader in the golfing industry. Responsibilities include new product development across multiple platforms including collegiate licensed products, PGA Tour, The Premier League, and Nike Golf. Other tasks include image processing and cataloging, maintaining product and packaging samples, and corresponding with multiple overseas vendors to ensure product quality and design integrity.

Jacob Martinson Mid Century Modern (Owner, Oct. 2013 - Present)

Responsible for sourcing vintage furniture and accessories, furniture restoration, online sales and logistics, social media and public relations as well as establishing presence in the community through local antique shows and events.

Bergland + Cram (Feb. 2008 - Aug. 2009, Sept. 2013 - May 2014)

Maintained archives and architectural addendums, processed photos and completed detail drawings for Historic Park Inn Hotel.

Also assisted with on-site photography of residential sites.

VOLUNTEER

Windsor Manor Assisted Living Community (Mar. 2016)

Developed brand identity and menu design for Wall Street Cafe restaurant.

Clear Lake Fishing Club (Mar. 2014)

Designed logos and promotional apparel while preserving the original integrity of the brand identity. Also created graphics for 25th anniversary promotional event.

Jammin' 4 Jonathon Crohn's Benefit (Sept. 2013)

Responsible for designing graphics, logos, and posters, and other promotional merchandise for fundraising and fundraiser event.

ACADEMIC EXPERIENCE

Freescale Semiconductor (Sponsored Project, Fall 2011)

Completed extensive user research for concepts incorporating touchscreen interfaces into consumer appliances.

Calphalon (Sponsored Project, Fall 2011)

Implemented Calphalon's concept generation technique targeting unmet consumer needs.

Rome Study Abroad (Summer 2012)

Eight week program focused on transportation, food service, and tabletop design. Collaborated with Italian students from IED to generate multicultural food service concepts.