

# JACOB HELLICK

CHICAGO, IL

[JACOBHELLICK.COM](http://JACOBHELLICK.COM)

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## SUMMARY

Jacob sees design as a way that people communicate with purpose. His focus is in marketing design that works with you and for you. He specializes in digital advertising, print, social media with a dash of experiential and UX/UI.

## SKILLS

Figma, Adobe Illustrator, Adobe InDesign, Adobe Premier, Adobe Express, Adobe Photoshop, Adobe XD, Adobe Firefly, Microsoft Suite, CAD, Canva, Claude (Generative AI)

## EXPERIENCE

### TAG – A LIFESTYLE BRAND

Chicago, IL, USA

#### Product Designer

2025 – Current

- Create original product design concepts from initial research through final execution
- Manage multiple projects simultaneously while tracking timelines and deliverables
- Collaborate with supervisors and teams to align designs with project briefs
- Develop and refine designs based on feedback, technical constraints, and user needs
- Create clear, production-ready specifications for manufacturers

### REAL CREATIVE

Chicago, IL, USA

#### Art Director

2025 – Current

PHILADELPHIA YMCA – PLANET HAUS – STRATEGIC THINKING INSTITUTE

- Lead creative direction across web, social, branding, and print projects
- Design and oversee high-quality multi-channel deliverables
- Collaborate with clients and internal teams to develop and present concepts
- Manage timelines, revisions, and production workflows
- Maintain and evolve brand systems for consistency across platforms

### LUCID GROUP US

Philadelphia, PA, USA

#### Senior Designer

2022 – 2025

MEAD JOHNSON – ALEVE – TYLENOL – ZYRTEC – CLARITIN – AVEENO – GALDERMA

- Brainstorm and problem-solve with copywriters and creative directors throughout the full life of integrated HCP campaigns – from concept through final delivery
- Develop compelling HCP and DTC content for 5+ OTC healthcare brands
- Ensure project objectives are successfully met through collaboration with project and account managers
- Curate original and engaging artwork that effectively adheres to both creative brief and brand guidelines
- Manage file organization and ensure correct handoff delivery to clients
- Collaborate with development team to ensure design is properly executed

## EDUCATION

Rowan University

2018 – 2022

B.A. with a concentration in Graphic Design

Dual Minor in Communications and Strategic Communications