

JACOB LAREN | JLAREN.COM

Graphic Designer, Video Producer, Gen AI Specialist

CONTACT

📞 By Request

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🌐 www.jlaren.com

in [JacobLaren](https://www.linkedin.com/company/jlaren)

Location: Raleigh, NC, USA

Legal Name: Jacob Hintze

Preferred: Jacob Laren

ABOUT JACOB

Graphic Designer, Brand Strategist, and Video Producer with two decades of diverse experience, from start-ups to multinational corporations, building visual narratives, marketing strategy, and high-impact multimedia communication. Passionate about cutting-edge workflows and **Generative AI applications**, including Copilot, Midjourney, Runway, Adobe Firefly, Magnific, Suno, and ElevenLabs text-to-speech. Expertise includes Adobe Creative Cloud, Gen AI, Graphic Design, Video Production and Voice-Overs, Script Writing, Digital Marketing, Brand Design, Omnichannel Communication, Powerpoint Presentations & Proposals, B2B, Print Advertising, E-Commerce, Internal Training Documents & Videos, SME Infographics, and Digital Illustration.

Beyond design, Jacob managed an international yoga school for ten years.

SKILLS

Business Management
Generative AI
Creative Direction
Graphic Design
Typography
Color Theory & Composition
Powerpoint Presentations
Corporate Proposals
Photo Art Direction
Digital Marketing
Information Design
E-Commerce
Brand & Logo Design
Video Production
Line Art & Illustration
Product Photography
CX Customer Experience
Design For Print
Script Writing
Video & Sound Editing
Voice-Over Production

OBJECTIVE

Contribute my passion & expertise to a purpose-driven team.

WHY I'M AN ASSET

My career spans management of day-to-day business operations, graphic design, creative direction, audio and video production, and omnichannel communication.

I am a versatile team member that can step into any role necessary.

EXPERIENCE

PLANET ART — *Senior Graphic Artist, Escalated Design Dept.*

10/2021 - 01/2026 | Q4 Seasonal Contracts

- Selected for escalated, complex, and B2B design work, supporting premium clients and high-visibility deliverables.
- Produced custom layouts, presentations, and branded assets under strict turnaround requirements.
- Partnered directly with clients to resolve design challenges and create innovative wins through color theory, style guides, typography, and other styling strategies.
- Rehired 5 consecutive years, signaling reliability, speed, and quality performance under pressure in challenging customer service situations.

EDWARDS LIFESCIENCES — *Sr. Specialist, Global IT Communications*

01/2024 - 01/2025 | *One Year CWP Contract*

- Designed and produced executive PowerPoint decks, corporate proposals, and communication materials for senior leadership in Global IT.
- Designed foundational Generative AI training documents for the global communications team to streamline production workflows.
- Designed enterprise-wide templates, infographics, and visual systems supporting Agile Method, Enterprise Architecture, and transformation initiatives.
- Produced and edited SME Executive Panel videos and training assets leveraged across global teams.
- Received Challenge Coin Award for design excellence at the 2024 Global IT Summit, presented by the Edwards Lifesciences CIO.

TOOLS

Adobe Photoshop
Adobe Premiere Pro
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Firefly
Adobe Audition
Adobe Acrobat

Midjourney AI
Runway ML
Magnific AI
Suno Music
ElevenLabs
Nano Banana Pro

Microsoft Office 365, Word,
Copilot, Powerpoint, Excel,
Google Apps Suite, Figma,
SharePoint, Canva, Wordpress

AWARDS

Challenge Coin Award
Exceptional design work, Edwards
Lifesciences Global IT Summit 2024

6x Daily Deviation Awards
DeviantART staff selected features
for Digital Art, Paintings, & Stock

EDUCATION

Cabrillo College
Aptos, CA
2003 - 2006

AA - Liberal Arts & Sciences
3.8 GPA

Past: Cisco CCNA Graduate

Other: Actively building custom
PCs by hand for 25 years. High
competence with tech issues.

BLISS BOOGIE — *Festival Art Director*

08/2022 - 06/2025 | *Branding, Printed Deliverables, Event Map, Signage*

- Owned end-to-end visual identity, including brand logo and standards, large-format print, signage systems, and event maps.
- Managed production timelines and vendors to deliver on-site assets at scale.

CRYSTALS & JEWELRY EMPORIUM — *Web & IG Store Manager*

10/2021 - 01/2024

- Revamped E-Commerce web store to greatly increase online product sales and keep inventory current in a fast-paced environment.
- Launched and managed Instagram store for an account with 35k followers, cataloguing over 1,000 unique products.
- Staged and photographed new products weekly and created Instagram Reels to promote them in speciality sales.
- Designed and delivered vibrant 10' outdoor Flag Banners, increasing foot traffic and brand visibility in a competitive market.
- Designed and delivered custom 10' by 10' branded pop-up tent and A-Frame sidewalk signs, increasing organic sales growth.

SOURCE SCHOOL OF TANTRIC YOGA — *Chief Operating Officer*

03/2011 - 03/2021 | *Laid Off Due To Covid*

- Managed day-to-day operations, oversaw branding, marketing communications, and digital commerce for a global education organization.
- Designed all core brand assets, presentation materials, and instructional content.
- Designed and built E-Commerce web store for product sales and event registrations; managed backend CRM system, affiliate networking system, and recurring payment plan system.
- Led operational logistics for multi-day, international programs for more than 400 participants annually, including travel, meal, and housing arrangements.

VAPURE USA, INC — *Creative Director*

08/2009 - 09/2014 | *Business Was Sold*

- Built and scaled brand and e-commerce presence from startup to multi-million-dollar acquisition.
- Designed B2B sales decks and wholesale presentation materials globally.
- Drove 400% increase in daily web sales through brand and UX improvements on microsite platforms.
- Managed and designed white label designs for wholesale partners.