

Jacob Laren

SENIOR GRAPHIC DESIGNER
VIDEO PRODUCER

Summary

Versatile graphic designer and multi-disciplinary artist with two decades of experience in design-for-print, digital media, and visual storytelling. Proven ability in video production, sound editing, AI workflows, and copywriting. Managed day-to-day operations of an international yoga school for 10 years. Seeking a purpose-driven team with a clear mission and room to grow.

Objective: to contribute, support, and inspire.

Experience

September 2021 - January 2026 | Remote (Seasonal)

Sr. Graphic Designer – *PlanetART*

- 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.
- Rehired 5 consecutive years, signaling reliability, speed, and quality performance under pressure with challenging deadlines.

January 2024 - January 2025 | Remote

Sr. Specialist – *Edwards Lifesciences*

- Designed executive PowerPoint decks, corporate proposals, and communication materials for senior leadership in Global IT.
- Produced 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 Copilot integration initiatives.

August 2022 - June 2025 | Remote

Art Director – *Bliss Boogie Festival*

- Owned end-to-end visual identity, including brand logo and standards, large-format prints, vinyl event banners, and venue maps.
- Managed production timelines and offset press vendors to deliver on-site assets for physical installation.

March 2011 - March 2021 | Santa Cruz, CA + Remote

Chief Operating Officer – *Source Yoga School*

- Managed day-to-day operations, oversaw branding, marketing communications, and digital commerce for a global education organization with monthly in-person workshops.
- Designed core brand assets, presentation materials, and instructional handbooks, as well as product packaging and book covers.
- Led operational logistics for multi-day, international programs for more than 400 students annually, including travel, meals, and housing.

Past: Creative Director, Vapure USA, 2009-2014 | Graphic Designer, BWP, 2007-2008

Contact

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Education

University of California, Santa Cruz, CA

Bachelor of Arts, Film & Digital Media
August 2006 - June 2008 | GPA: 3.9

Cabrillo Technical College, Aptos, CA

Associate of Arts & Sciences
August 2003 - June 2006 | GPA: 3.8

Awards

Edwards Lifesciences, Global IT Challenge
Coin Award, 2024 Year End Summit

6-Time “Daily Deviation” Award Winner
(D.A. – the world’s largest art community)

Software Expertise

Adobe Creative Cloud: Photoshop, Illustrator, Premiere Pro, After Effects, Audition, InDesign, Firefly, XD

Other Tools: ProCreate, Midjourney, Figma, CorelDraw, Canva, Runway, Copilot, ChatGPT, Sharepoint CMS, PowerPoint, MS Office, Suno

Applied Skills

Graphic Design: Branding, Logos, Marketing Materials, Outdoor Signage, Style Guides, Event Promotion, Packaging, Evergreen Digital Slides

Visual Storytelling: Motion Graphics, AI Video, Illustration, Infographics, SME Content, Training Manuals, Corporate Presentations, Storyboards

Additional Experience: Shopify, Wordpress, WIX, OBS Studio, Freshdesk, Zendesk, AEM, ClickUp, Slack, YouTube, Google & Meta Ads