



## JAKOB VALA

Graphic Design · [www.jakobvala.com](http://www.jakobvala.com)  
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### EXPERIENCE

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#### SENIOR DESIGNER

**TIN HOUSE: PORTLAND, OR** · Award-winning literary publisher and writing workshops · Senior Designer: March 2017–May 2022

· Designer: March 2012–2017 · Intern: June–December 2011

- Designed book covers: included staying up-to-date on current trends and communicating with editorial and marketing to meet all expectations
- Designed and laid out interiors for books and *Tin House* magazine (issues 53–80)
- Collaborated with marketing and publicity to conceptualize and produce print and digital assets for each book
- Mentored and art directed interns · Developed lesson plans for one-on-one tutorials
- Completed production tasks such as correcting and reformatting files, checking printer proofs, and maintaining and organizing schedules
- Designed and updated social media content · Created templates and guidelines for ongoing campaigns and in-house brands
- Organized and attended equity committee meetings · Assisted in researching and planning ongoing diversity, equity, and inclusion training

#### COFOUNDER / ART DIRECTOR / DESIGNER

**SUBMIT MAGAZINE: PORTLAND, OR** · Pacific Northwest College of Art's student magazine · October 2009–2011 (Issues 1, 2, 3, and 5)

- Established brand and design guidelines
- Recruited, trained, and coordinated with design assistants · Led a beginner InDesign workshop for the staff
- Managed layout, maintained production schedules, and conducted press checks

#### DESIGNER

**THE LEADER: PORT TOWNSEND, WA** · Weekly newspaper · October 2006–July 2008

- Designed and laid out newspaper ads, promotions, pages, and special sections
- Managed the layout of the Classified section and developed a system to streamline the process · Learned and integrated new software for the section and wrote and designed an instructional manual for the company

#### DESIGNER / EDITOR / WRITER / EVENT ORGANIZER

**VIGILANCE: PORT TOWNSEND, WA** · Monthly, volunteer-run newspaper · December 2001–April 2005

- Assisted with layout and general design, including spot illustrations and ads
- Wrote and edited columns, news, comics, and other sections · Curated content for all sections and enforced deadlines
- Helped with fundraising and community outreach

#### BOOKSELLER

**THE IMPRINT BOOKSTORE: PORT TOWNSEND, WA** · Independent bookstore · 1999–2011 (seasonal 2008–2011)

### EDUCATION

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#### BFA, COMMUNICATION DESIGN

**PACIFIC NORTHWEST COLLEGE OF ART** · Fall 2008–Spring 2012 · Awarded the PNCA Grant, Faculty Recognition Scholarship, and Thesis Writing Award

#### SKILLS

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**TECHNICAL:** · Adobe InDesign, Illustrator, Photoshop, and Acrobat · Microsoft Office · Mailchimp · Keynote and PowerPoint · Wordpress · After Effects

**DESIGN:** · Publication cover and interior design · Page layout and typography · Print production · Web and social media graphics · Infographics and data visualization · Vector illustration · Branding and logo design · Merchandise design · Trade show displays and booth planning

**OTHER:** · Project management · Art directing and mentoring · Diversity, equity, and inclusion committee member · Customer service · Creative problem solving and critical thinking