# Jacob deHahn

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## DESIGN EXPERIENCE

**DESIGNER**
January 2020 - present
Breinify Inc.

+ launching a new website UI via Figma; managing the developer and project end-to-end; overseeing QA testing & deployment
+ designing a visual identity cross-platforms, creating 80+ custom sales decks & marketing content for the enterprise MarTech startup

**WEB UI/UX DESIGNER**
July 2020 - present
accessiblemasks.org

+ building a resource website showcasing clear masks to make the masked world accessible in a pandemic; gained 7,000+ views
+ prioritizing mobile-first design; entire site, brand colors, and typefaces are accessible following the WCAG 2.1 guidelines

**DESIGNER + FOUNDER**
August 2018 - April 2020
Bowtie Boulevard

+ designed & built the online e-commerce website; understanding of SEO, Google Analytics, and web/mobile optimization
+ iterated the brand's visual & storytelling voice on social, web, and events; won the highest award at a local business plan competition

## EDUCATION

**BACHELOR OF INDUSTRIAL & INTERACTION DESIGN**
Syracuse University CVPA (2019)

## CERTIFICATIONS

**SOLIDWORKS CAD CERTIFICATION**
Dassault Systèmes (2019)

## SKILLS

**SOFTWARES**

Adobe CCSuite
Photoshop
Illustrator
InDesign
SolidWorks
Figma

SketchUp
InVision
basic HTML/CSS
HubSpot
Google Analytics
WCAG knowledge