



JACOB PESENSON

// ARCHITECTURAL & BRAND DESIGNER

Hi, I'm Jacob -- a designer who loves working at all levels of design, physical and digital. I believe in telling stories, and allowing all design to carry an identity. Whether I'm designing environments or brand systems, I take a concept driven approach to create engaging and meaningful experiences.

EDUCATION

New Jersey Institute of Technology | 2019 - 2024

Hillier College of Architecture & Design

Summa Cum Laude
Dean's List | 10 Consecutive Semesters
The Arcnet Architects, Inc. Endowed Scholarship

AIAS President
June 2022 - May 2023

AIAS Communications Director + Coordinator
September 2020 - June 2022

SKILLS

Software

Rhinoceros 3D
SketchUp
Revit
AutoCad Architecture
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Firefly
Lumion
Enscape
Midjourney
Bluebeam
Microsoft Suite
Google Suite

Hard Skills

Logo Design
Photo Manipulation
Presentation Design
Branding
Typography

Soft Skills

Attention to Detail
Adaptability
Aesthetic Judgement
Feedback Handling

WORK EXPERIENCE

Architectural Designer

Kimmerle Group | Morristown, NJ
June 2024 - Present

Designed and visualized interior office renovations through rapid design iteration using Revit and Lumion.

Developed finish proposals and presentation materials that told a clear visual story, ensuring the design intent resonated with client desires and tastes.

Produced complete CD sets in AutoCAD Architecture.

Created new CAD standards, dynamic blocks, and workflow templates that improved efficiency, clarity, and accessibility for the team, making it easier for new designers to understand firm standards.

Graphic Design Intern

Ideanomics | Remote
June 2022 - August 2022

Assisted various design leaders with graphic design, production, and advertising research.

Worked in Adobe Illustrator to produce unique icon sets that would be used on both print and digital media that followed particular brand strategy guidelines.

Worked in Adobe Photoshop to produce superimposed imagery that included mockups, splash screens, and other digital content that would be used in presentations.

Contract Graphic & Brand Designer

Self-Employed | Westfield, NJ
January 2020 - Present

Working on small business rebranding that involved conceptualizing and designing logos, banners, social media advertisements, and more.