

Jacob Court

CREATIVE DIRECTOR

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Portfolio → portfolio.jacobcourt.com

Profile

Dynamic creative leader with 15+ years of experience strategizing and designing omnichannel content, advertising campaigns, websites, and applications for B2C and B2B brands across many verticals and channels.

Equal parts creative director and hands-on designer balancing business requirements with creativity and multi-disciplined visual design execution abilities.

Trusted leader, mentor, and colleague who fosters an inclusive culture, integrity, collaboration, team alignment, design thinking, and data-driven decisions.

Skills

Leadership + mentoring	User research
Creative direction	Web development
Ideation	Animation direction
Digital + visual design	Pitching + presenting
Demand Generation	Budget management
Augmented reality	Team training
Product + app design	Client relations
Brand development	Photography + video
UX / UI	Adobe Creative Suite
Wireframing	Premiere Pro
Product Marketing	Figma

Education

BA in Graphic Design / California State Northridge

Experience

Design Director / 2021 — present

KORBYT

As a key member of the marketing team, led a successful redesign the company's visual brand and creative services to support growing omnichannel communications SaaS platform business. Established productive cross-functional collaboration with CMO, Sales and Product teams to support brand awareness, demand generation, product design and marketing initiatives.

KEY PROJECTS & CONTRIBUTIONS

- Led the redesign of the Korbyt visual brand, increasing brand awareness by 3x
- Designed all assets and content to support marketing, advertising, demand, and lead generation campaigns
- Provided creative support to Partner program, increasing pipeline by 50%
- Enabled third-party contractors and agencies with creative direction
- Collaborated with Product team to increase use of the platform through UX and UI design improvements

Senior Art Director / 2006 — 2021

TRIGGER XR — THE MIXED REALITY AGENCY®

Led and mobilized cross-functional teams to deliver award-winning AR, UX, animation, and app design projects for high-profile tech and entertainment brands, from concept through launch.

KEY PROJECTS & CONTRIBUTIONS

- Developed UX framework, Volumetric shoot production, AR app design, for new **Verizon app**—now on all 5G phones.
- Built UX, designed AR experience, visual design, and guided development for character animations for **Star Wars apps**.
- Designed front end, UX, and story ideation and created mini games for, first-ever **Lego game** using an interactive brick.
- Led art direction for official **Spiderman app** that supported ability to be reskinned for each new movie.
- Streamlined communication by designing UX/UI for **calendar system** for internal Sony 12-screen meeting room, app, and desktop.
- Established company values and standards as member of agency's first DEI committee.

Freelance Creative Director / 2002 — present

JACOB COURT

Conceptualize, strategize, and execute end-to-end visual design, UX, brand development, and marketing initiatives for start-ups and well-established brands.

KEY PROJECTS & CONTRIBUTIONS

- **Logos + Branding** | **PSEGLI** | **Three Wells**
- Impacted clients' revenue growth by providing efficient design solutions and instilling higher design standards.
- Crafted and implemented innovative, sustainable, and long-term strategies that won competitive design projects.