

# AMY REGER JACOBS

creative + photographer



A daring creative grounded in strategy. I establish sensory connections between the viewer and the work to provoke unforgettable experiences.

## Let's connect

 re.g.er

 /in/amyreger

## Let's talk

Amy Reger Jacobs  
Rochester, NY  
585.820.9526  
amyregerjacobs@gmail.com  
[www.amyreger.com](http://www.amyreger.com)

## Regerism #09

My middle name is a palindrome and I'm not afraid to use it.

References available upon request.

## Experience

### Art Director

**Truth Collective:** 2017-2020

**Clients:** LensCrafters, Capital One, Fannie Mae, University of Rochester, Luxottica, Willow

- Executed nationwide marketing campaigns using strategic insight and solid design principles
- Developed engaging creative concepts from brief through execution
- Executed numerous tactical and thematic high-level ideas
- Established design systems, templates and guidelines for clients and internal teams
- At home when leading video/photo productions behind the lens and/or directing talent

### Senior Art Director

**Ardent Learning:** 2006-2017

**Clients:** Constellation Wines, Abbott Labs, Hyundai, Pandora, Nissan, Volvo, WeightWatchers

- Ability to listen and communicate clearly, solidified myself as an integral asset to core teams and clients
- Guided assistant designers through project phases and software on-boarding
- Video and photo direction spread across multiple clients

### Creative & Photographer

**Reger Design:** 2012-present

**Clients:** Aroque Apparel, 43 North, Friday In America, Greek Orthodox Church, WAYO

- Skilled at leading from the work to the people
- Brand identity, logo design, web design and print production
- Architectural, interior and exterior photography with prop styling
- Portrait, lifestyle and journalistic event capture

### Graphic Designer

**Dixon Schwabl:** 2006

**Clients:** Finger Lakes Gaming and Racetrack, Wegmans

## Education

### BA in Graphic Design

While majoring in Graphic Arts, I explored a wide range of courses including everything from bookmaking, woodblock carving, letterpress, acid reliefs and screen printing.

## Awards

### Hermes

UI and UX of the Web-Based Training course: Hyundai Genesis Coupe

### 2020 Internet Advertising Competition

Home. Made. Accepted as a team. Best Financial Services Integrated ad campaign

### 2020 Internet Advertising Competition

Home. Made. Landing Page Accepted as a team. Best Financial Services Website