

JACOB CAPABLANCA

About

With a Design Computing degree and entrepreneurship experience, I offer a diverse skill-set to your team.

My education at the University of Sydney provided a comprehensive grasp of design principles. I excel in conducting both qualitative and quantitative research and synthesising data into actionable insights. Additionally, my confident presentation skills enable me to effectively communicate complex information to stakeholders across diverse disciplines, ensuring clear understanding and alignment on project objectives.

Proficient in Adobe InDesign, Illustrator and Photoshop, I create digital and print assets including logos, icons, and typography. I create low-mid fidelity concepts using paper prototypes and Adobe XD, and high-fidelity functional interfaces using Figma, ensuring optimal user experiences through iterative refinement.

In my fitness business, I applied design principles to craft branding packages and develop interactive fitness programs to differentiate my products using the Adobe suite.

Despite managing multiple responsibilities, I've maintained a distinction-average mark at university, showcasing my ability to manage time effectively and deliver high-quality work consistently.

I am eager to immerse myself in continuous learning and development, while working on innovative projects that have a tangible impact on individuals across diverse industries.

Experience

Customer Service Specialist

Commonwealth Bank of Australia
Mar 2022 - current

Provided valuable process refinement feedback to software developers, enhancing customer experiences and improving procedure efficiency. Managed escalated cases efficiently using Excel spreadsheets. Conducted interface testing to ensure functionality, enabling teams to efficiently carry out daily tasks and achieve the objectives of remediation programs. Received recognition for leadership qualities and effective communication skills through conducting onboarding training sessions and presentations.

Business Owner & Personal Trainer

Zeal Movement
Mar 2019 - current

Designed a comprehensive branding package, including logos, colour palettes using Premiere Pro, InDesign, Illustrator, and Photoshop. Created zeal-movement.com using self-made digital assets. Produced graphic assets for social media and marketing purposes. Utilised InDesign to develop interactive PDF training programs, food journals, and eBooks. Established an automated client onboarding process, incorporating welcome packages and streamlined payment flows.

Marketing Assistant & Content Creator

Sydney Uni Sport & Fitness
2019 - 2021

Assisted in designing graphic content for Sydney Uni Sport & Fitness' rebrand in 2019 and their "Power Through Semester 2" campaign, using Adobe Photoshop, InDesign, and Illustrator. Developed digital concepts for major partners like Vanda Music Production. Created presentations and edited videos for Elite Athlete and Annual recognition events using Premiere Pro.

Education

Bachelor of Design Computing

Fitness Playground
Mar 2022 - current

Conducted multiple, extensive research rounds at small, medium and large scales through an iterative design process. Created functional prototypes, Designed a complete rebranding package for PNP Fitness using Adobe Suite: InDesign, Premiere Pro, Photoshop, Illustrator, Lightroom & After Effects design research for target users, wire-framing, prototyping, and user testing, ensuring my designs are visually stunning, functionally effective and user-focused.

Skills

InDesign ●●●●●
Illustrator ●●●●●
Photoshop ●●●●●
Lightroom ●●●●●

Premiere Pro ●●●●●
Presentation ●●●●●
Figma ●●●●●
Procreate ●●

HTML ●●
CSS ●●
Javascript ●