



JACOB BULLER

Strategist

EXPERIENCES

Strategist, Chapter [July 2018-Present]

Facebook for Developer - Brand Architecture

- Artifact video: Interviewed and recorded the habits and desires of the diverse developer community, from professional coders to teenage hackathon hobbyists
- Global quantitative analysis: Analyzed a global research survey results to uncover what the world of coders love, hate, and want from the leading developer platforms
- User journey(s): Designed a user journey conflating two key developer segments for Facebook for Developers, pinpointing key areas where creative executions could connect with both target markets.
- Designed a B2B user journey for Mixpanel, an analytical software company, focusing on customer actions, emotions, and research methodologies
- Contributed to RFP and creative decks for UberEATS, Google Cloud, and CarMax

The Next Page

- Lead designer, developer, writer, editor, interviewer, curator and publisher of our bi-weekly external newsletter that explores brands, the human psyche, and whatever else tickles my curiosity

Strategy Intern, Barkley Inc. [Summer 2017]

- Led a cultural, consumer, and category audit to for the re-branding of the Kansas City Mavericks and cataloged and deciphered the opinions, attitudes, and behaviors of die-hard Dairy-Queeners.

Graphic and Web Designer, Charles Ryan Associates [2015-2016] , The Scout Guide [2013-2015]

- Charles Ryan Associates.: Translated client's needs and requests into fully designed deliverables, including full-stack websites, banners, and printed material for DC Lottery, Culpeper Tourism, and Dominion Power
- The Scout Guide: Designed multiple volumes for The Scout Guide that totaled over 250,000 copies in distribution and over \$1,500,000 in revenue for the company. I also designed, published, and managed their online e-commerce platform

LEARNINGS

VCU Brandcenter, Richmond, VA

Master of Science in Business, Branding & Strategy

Radford University, Radford, VA

Bachelor of Science in Advertising, Minor in Graphic Design

SKILLS

- Brand positioning, RFP writing, consumer profiling, user journeys design; focus group moderation, qual + quant analysis; video, web + graphic design
- Adobe Creative Suite, Final Cut, Crimson Hexagon, CubeYou, Vapid, Simmons and ping pong
- How to start a meaningful conversation about the goods and bads of the gig economy with random strangers

ASK ME ABOUT

Big Sheep Design Co.

- A passion project hell-bent on building powerful strategies, marketing plans, and creative identities for organizations and companies that are often overlooked and underfunded

Some Non-Professional Things About Me.



Cabin Family - I was raised by a father whose other love was building a log cabin in the Appalachian Mountains.



Mountain Biking - Biking is a way for me to get away, explore, and sometimes fall (sometimes ungracefully).



AmeriCorps NCCC - Partnered with non-profits to help rebuild communities in the mid-west, including Project 195's disaster relief efforts after the Joplin, MO tornado.