

MADELINE JACOBSON

PERFORMANCE APPAREL DESIGNER

📞 435-554-9946

✉ madelinejacobson@pm.me

🌐 madelinejacobson.design

PROFESSIONAL SUMMARY

My work is defined by strategic problem solving, hands-on product engineering, detailed communication, and documented follow-through. Through my journey from industrial sewing to technical design and junior project management, I have experienced the full product lifecycle and understand how to move a product concept to final production. Along each stage, my goal is to make the best possible version of every product I touch.

PROFESSIONAL EXPERIENCE

Apparel Designer and Developer Rewildist

Aug 2025 - Present

- Translated design briefs into mood boards, color stories, and technical sketches aligned with clients' brand identity through multiple design deliverables and critiques, culminating in the final product concept.
- Coordinated with clients, vendors, and factories to source materials, build quotes, and finalize technical packages—following through on sample evaluations to ensure adherence to time and action calendars.
- Managed projects through the Product Lifecycle Management system, built and maintained project management software, negotiated costs, led meetings, and coordinated inspections.

Industrial Sewing Laboratory Manager Utah State University

Jan 2023 - May 2025

- Managed the central design lab for the OPDD program; maintained industrial sewing machines and a laser cutter alongside material and gear resources for 100+ designers.
- Transformed a disorganized two-room utility space into a student-facing textile and trim library with a sponsor-donated gear collection, supporting hands-on material sourcing and construction mentorship.
- Built out the lab's makerspace by writing machine guides, setting up a heat press workspace, and sourcing a die press, hardware, and workbench to meet student prototype design needs.

Junior Designer and Technical Sewer Vannebjorn Creative

May 2023 - Sept 2024

- Advanced from Technical Sewer to Junior Designer, bringing firsthand knowledge of assembly and industrial machines to design for more effective production and durable construction.
- Brought a line of overlanding soft goods from initial research and ideation through patterning, prototyping, and final floor production.
- Field tested gear and bags in real-world conditions, iterating on hardware attachment points, feature placement, and sizing based on how users actually moved and interacted with the gear.

EDUCATION AND CERTIFICATIONS

Outdoor Product Design and Development
Bachelor of Applied Science
Utah State University

Certificate of Fashion Studies
Utah State University

Massage Therapy License
Oregon School of Massage

KEY COMPETENCIES

Adobe Creative Suite
Technical Sketches
Technical Packages
Sample Evaluations
Product Lifecycle Management Software
Color Design and Development
Gear Design and Construction
Industrial Sewing and Prototyping