

MADELINE JACOBSON

PERFORMANCE APPAREL AND SOFT GOODS DESIGNER

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PROFESSIONAL SUMMARY

I am a Performance Apparel and Soft Goods Designer specializing in natural and next-gen materials. My approach combines creative vision with product engineering and circular principles. Through hundreds of hours of industrial sewing and a background in human anatomy, I design intentional, high-performance products with a sense of stewardship.

PROFESSIONAL EXPERIENCE

Apparel Designer and Developer Rewildist

Aug 2025 - Present

- Designed engineered-seamless ski base layers, mapping compression and breathability zones against anatomical, sweat and heat data.
- Developed creative direction for a performance running line, translating brand briefs into material mood boards, color stories and tech sketches.
- Sourced next-gen and natural performance fibers, exploring the preliminary design of a proprietary biodegradable synthetic-natural blend.

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 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 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 backpacks and bags in real-world conditions, iterating on strap attachment points, pocket 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 Illustrator

Tech Sketches

Tech Packs

Color Design

Concept Development

Circular Principles

PLM Software

Human Anatomy