
JULIAN JACKSON

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SUMMARY

Strategic, visionary, creative leader focused on growing audiences through creating exciting visitor experiences, building and coaching great teams, innovative use of new technologies and techniques, improving institutional branding and story-telling, and the fiscally sound mission fulfillment of museums and cultural institutions.

- At the Museum of Broadcast Communications, leading the museum in a major strategic and exhibition planning cycle, starting up a new capital campaign, eliminating debt, consolidating artifacts into a new space and implementing museum best practices across the board.
- At the Milwaukee Public Museum, developed and implemented an exhibition plan which grew attendance 33% in two years. Collaborated across departments to create a seamless visitor experience- from the first ad, through each gallery, to the gift shop on the way out. Helped lead key aspects of strategic planning, including the design of a new building and exhibition concepts.
- At the Adler Planetarium, led the design and development of award-winning permanent galleries, developed outreach experiences targeting new audiences, and oversaw the growth of new mobile and social media capabilities. Led acquisition of Shuttle-era artifacts from NASA.

EXPERIENCE

Executive Director, Museum of Broadcast Communications

2018-present

- Led the \$6 million dollar sale of museum real estate
- Negotiated major traveling exhibition contracts
- Expanded and diversified the board of directors
- Reorganized and streamlined management structure
- Eliminating \$4 million in institutional debt and starting MBC's first endowment
- Overseeing the organization and transfer of the collection to a new location
- Leading new strategic plan, including new branding, and interpretation
- Initiating new capital campaign

Vice President of Exhibitions & Design, Milwaukee Public Museum

2014-2017

Provided key leadership on the executive team of Wisconsin's largest museum:

- Planned and implemented an institution-wide exhibition strategy
- Oversaw several seven figure exhibition budgets (and several smaller ones)
- Represented the museum as a media spokesperson
- Closed several six figure exhibit donations in collaboration with development
- Led strategic planning charettes on proposed new building and exhibitions
- Managed and coached two departments
- Co-introduced new content development and label writing standards

Built and Led Cross-Functional Teams that :

- Designed and developed new permanent exhibit galleries
- Designed and developed temporary exhibitions and restored historic exhibits
- Negotiated, installed and managed major traveling exhibits
- Developed custom mobile exhibit technologies
- Redesigned the museum's branding

As a result:

- Overall yearly attendance increased **33%** (411,055 to 548,998)
- Admissions Revenue increased by **38%** (\$1.95 million to \$2.7 million)

References
Available on Request

EXPERIENCE (continued on next page)

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EXPERIENCE (continued from previous page)

Director of Experience Design, Adler Planetarium 2007-2014

Led the Graphic Design, Web & Social Media, and Exhibit Departments at America's First Planetarium, managing a yearly departmental budget over a million dollars, overseeing dozens of diverse internal design projects each year and providing leadership for major capital projects, events and other initiatives. Led the identification and acquisition of key artifacts from NASA.

Projects include: Wayfinding systems, Cosmology exhibition, Planet Explorers (Children's exhibition), Our Solar System, new Welcome Gallery

CEO, Nogginaut 2002-2007

Co-founded and led an experience design company that specialized in innovative digital experiences for physical spaces and exhibits. Grew to \$900,000 in annual sales.

Clients include: The Field Museum, Houdini Historical Museum, Derse, Gieco, Samsung, Volkswagen, McWane Science Center, Discovery World, Delta Airlines, SubZero

Partner / Senior Strategist, Adroit Consulting 2001-2002

Provided business strategy for mid-size businesses. Focused on CRM, Marketing Strategy, and Call Center consulting.

Clients include: Bosch Tools, General Binding Corp and City of Chicago Dept. of Tourism.

Vice President / Senior Strategist, Closerlook, inc. 1994-2001

Founded and developed creative department for a strategic marketing firm. Grew department to 23 members, winning awards across multiple media.

Clients include: Sierra Club, Rand McNally, Museum of Science and Industry, Microsoft, Encyclopedia Britannica, Lyric Opera of Chicago

Game Designer/Illustrator, Mayfair Games, inc. 1992-1994

Other Relevant Experience 1990-present

- Former Board Member, Ten Thousand Villages
- Refugee Welcome Volunteer and fundraiser, Exodus World Service
- Taught Design and Human-Computer Interaction at Depaul University
- Illustrated over 40 Children's books
- Professional affiliations: AIGA, IAAPA, ASTC, and AAM

ADDITIONAL INFORMATION

Selected Project Awards

- Museum & Digital Storytelling Conf. 2016 featured selection
- Silver MUSE Award, Multimedia Installations
- Association of Licensed Architects: Gold design award
- AIA Chicago: Winner, Small Project Structure, Citation of Merit
- Exhibitor Magazine Sizzle Award

Education

- Wheaton College, BA in Studio Art (and Theater Concentration)
- Northwestern University, Museum Studies - Ongoing

References
Available on Request
