

JORDAN REID

JUNIOR ART DIRECTOR

CONTACT

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- Los Angeles, CA

SKILLS

- Adaptability
- Thrives Under Pressure
- Market Trend Awareness
- Brand Strategist

EDUCATION

High School Diploma TECC-E School For Careers

2017-2020




Studied Graphic Design principles and honed my skills in digital design while collaborating with fellow students in various creative fields.

Bachelor of Fine Arts Savannah College of Art and Design

2020-Present

Collaborating with like-minded individuals, contributing to innovative projects, and growing every step of the way.

FLUENT IN

- Illustrator 
- Photoshop 
- InDesign 

PROFILE

Hi! I'm Jordan, but call me Jordy. Just your average girl with a sweet tooth and self-cut bangs.

I'm a recent graduate of Savannah College of Art and Design based in Los Angeles, CA. I have my bachelor's in Advertising and Branding, and I am heavily inspired by creative advertising campaigns that tell captivating stories and forge emotional connections.

WORK EXPERIENCE

Graphic Design Intern 2018-2019

Mixed Media Creations

- **Brand Consistency:** Ensured consistency in branding elements across various materials, maintaining a cohesive visual identity for multiple apartment complexes.
- **Print and Digital Collateral:** Created compelling print and digital collateral, including brochures, banners, and social media graphics, contributing to effective marketing campaigns.
- **Client Collaboration:** Worked closely with clients to understand their vision, preferences, and goals, resulting in designs that exceeded expectations.
- **Project Management:** Successfully managed multiple design projects simultaneously, meeting tight deadlines and maintaining high-quality standards.
- **Market Research Integration:** Incorporated market trends and preferences into design strategies, enhancing the relevance and competitiveness of promotional materials.
- **Cross-functional Collaboration:** Collaborated with marketing teams, photographers, and other stakeholders to ensure seamless integration of visual elements into broader marketing initiatives.

Event Organizer / Designer 2019-2020

TECC-E School For Careers; College Fair

- **Event Design:** Spearheaded the design and layout of a successful college fair, creating an inviting and organized environment for colleges and attendees.
- **Logistics Coordination:** Managed logistics for the event, coordinating with colleges, vendors, and volunteers to ensure seamless execution.
- **Branding and Marketing:** Developed promotional materials and branding strategies to attract colleges, resulting in a diverse and well-represented fair.
- **Problem Solving:** Addressed challenges during the planning process and on the day of the event, demonstrating quick and effective problem-solving skills.
- **Team Collaboration:** Worked collaboratively with a team of volunteers to delegate tasks, streamline processes, and create a positive and energetic atmosphere.
- **Feedback Integration:** Gathered and utilized feedback from colleges, students, and faculty to enhance future event planning and design strategies.