

DESIGNER BY TRADE.  
LEADER BY DESIGN.  
COLLABORATOR BY PASSION.

# Christopher Jordan

Brief Overview of Design Work



My name is Christopher Jordan, and I'm a designer and image maker focused on creating beautiful things. I choreograph visuals, written joy, and strategy to tell unique brand stories.



Visual Identity  
Verbal Identity  
Brand Design  
Web Design  
Package Design  
Exhibition Design  
Environmental Design

# Visual Identity

Just like food where we first eat with our eyes, a visual identity is how we first start to fall in love with a brand. A visual identity tells a story. It expresses the uniqueness of a brand. It induces an intangible reaction.

I've had the privilege of working with various brands during different cycles of growth. Being there at the inception of a brand is special. Coming in blindly to a new company to help them extend their brand is challenging and exciting. It often awakens and reignites the *why* behind the brand. At whatever phase, I bring my diverse expertise to collaborate and lead businesses to tell their stories through a myriad of experiences.









# Package & Label Design

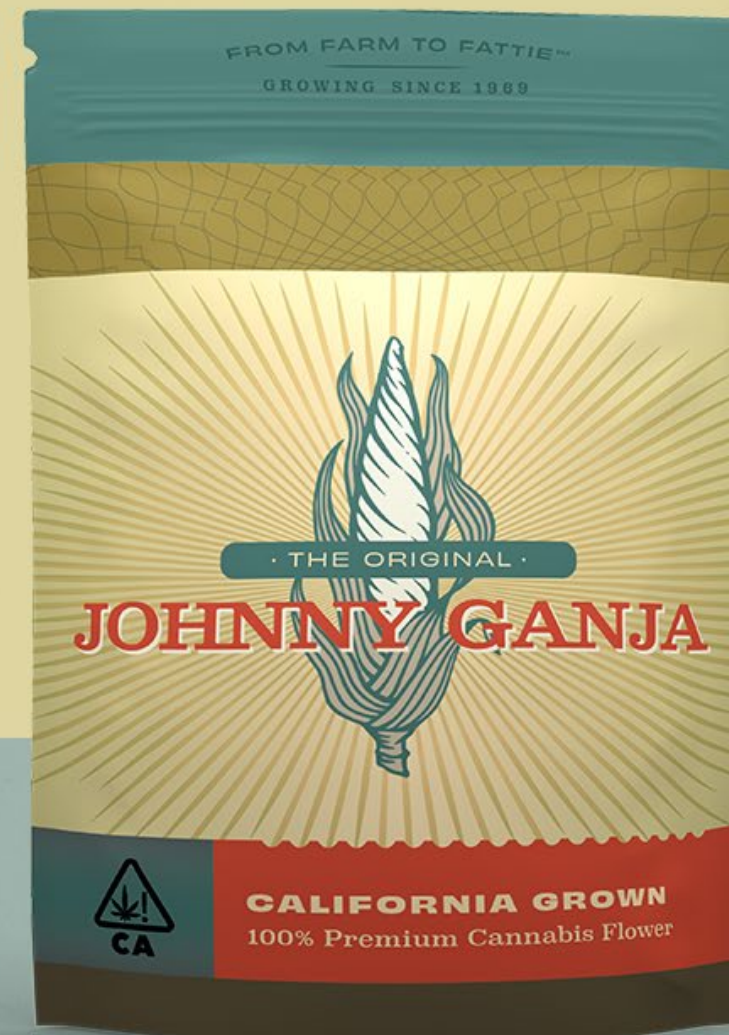
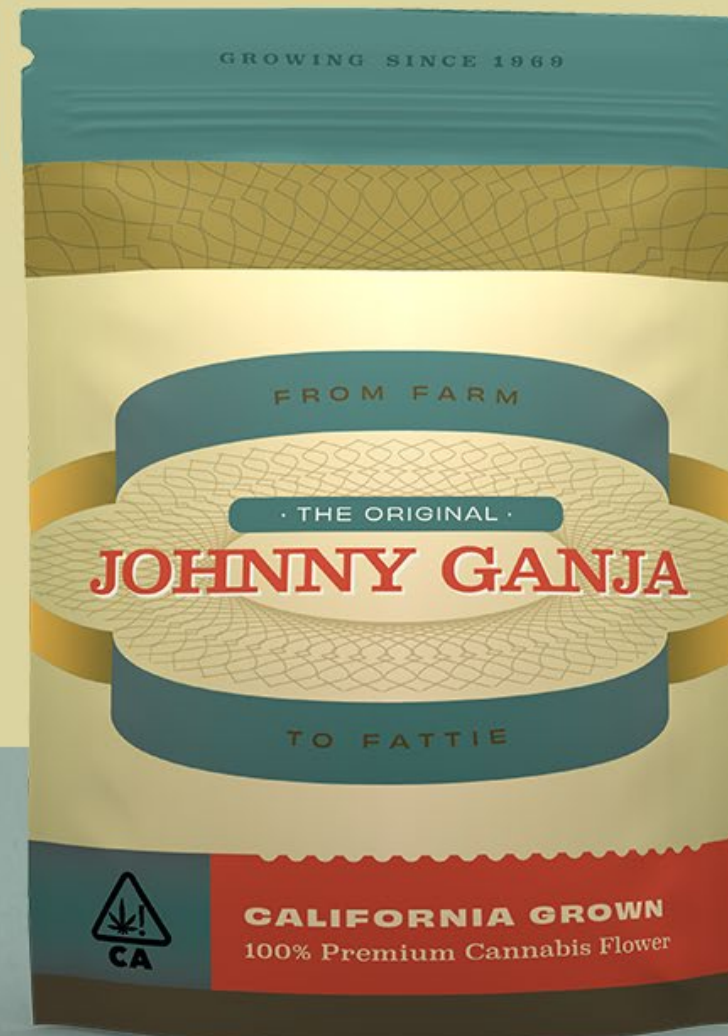
Packaging is an extension of a brand's identity. It's the tangible representation of a brand that a consumer engages with at a personal level.

Opening a package can be functional, and it can be a unique first impression. These experiences live in the details. Texture. Color. Clamshell or full telescoping box. Sustainable materials. Foil. Blind emboss. Special finishes. It all tells a story.

I honed my design chops working with the late and great Thomas Ingalls at his boutique design studio in San Francisco, California. He was a master of print, a great typographer, and it was a daily lesson as we designed packaging for breweries, wineries, distilleries, and a handful of cannabis brands. This is where I honed in on the subtleties of packaging that enhances a brand's experience.









# Exhibition & Experience Design

Designing for an exhibition is to design for a physical form of user experience.

Trade shows. Conferences. Tasting events. Art shows. Exhibition design is unique. From designing its visual identity, to creating engaging spaces, to developing the perfect takeaway, exhibition design is a full expression of what a brand has to offer. I've worked continuously with brands and organizations to fulfill captivating experiences to capture and engage their desired audience.









# Digital Design

Building a strong online presence is at the heart of any brand wanting to capture an audience, and it can heavily impact brands that live solely in a digital space like SaaS companies. Websites are a place where you can first experience what it's like to engage with a brand, and where brands turn window shoppers into customers.

My design approach for web and digital is not is not so dissimilar to my larger branding approach. Understanding the why, the emotional connection that it has with its target audience, and what those users are searching for—this is how the journey starts. Creating impactful experiences is to unfold a story one tale at a time.



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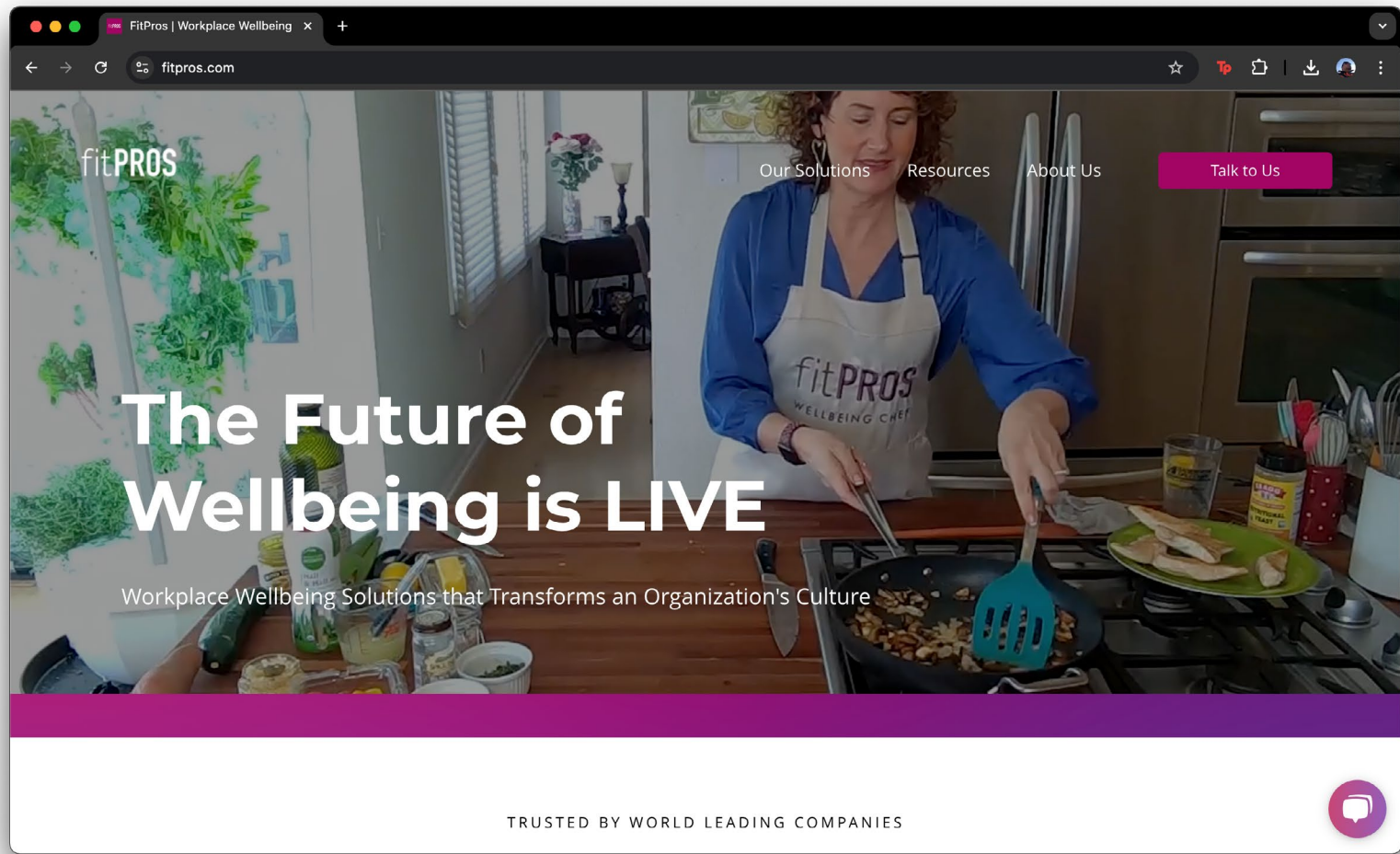
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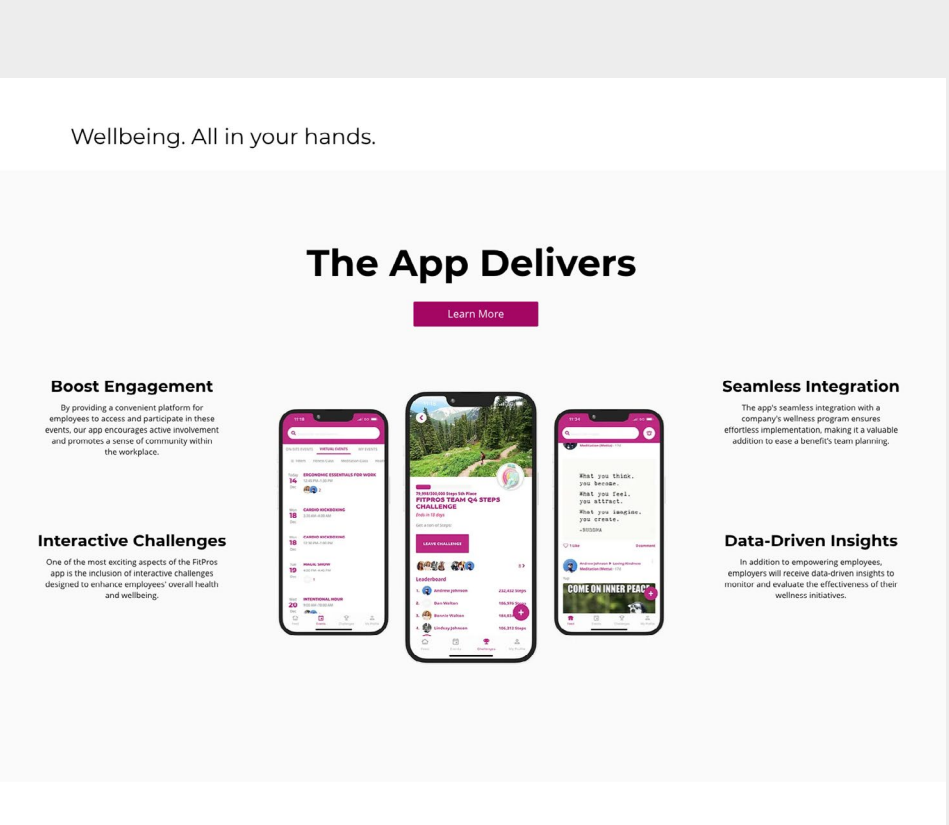
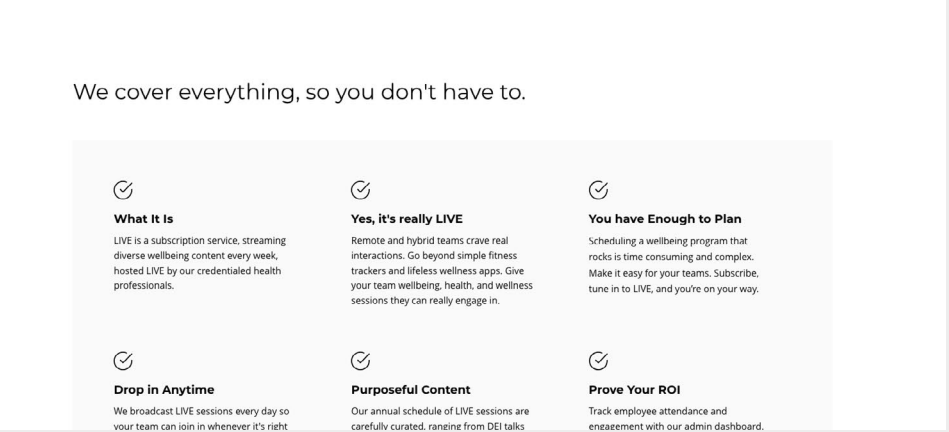
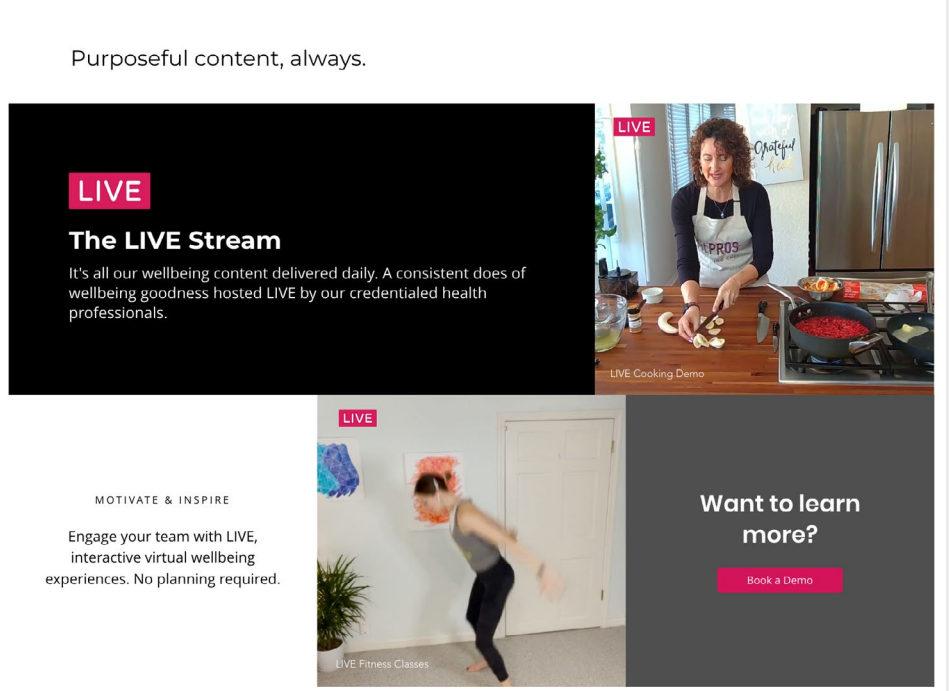
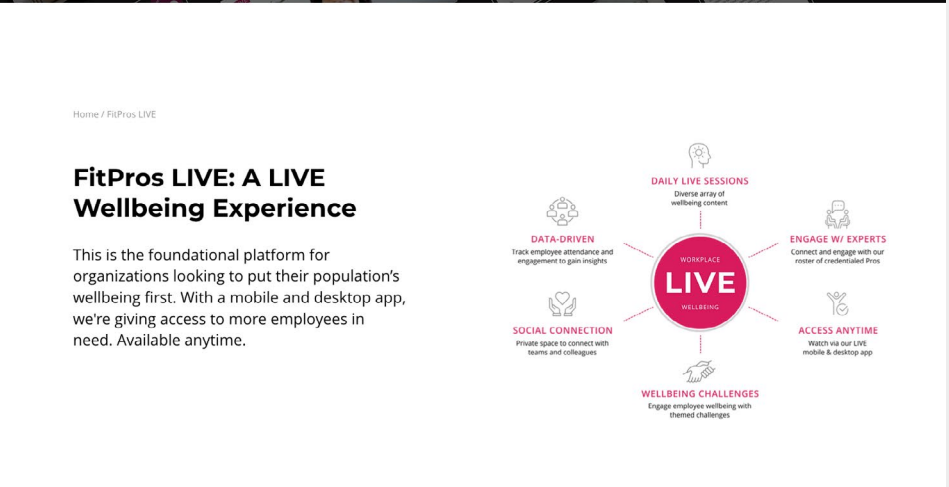
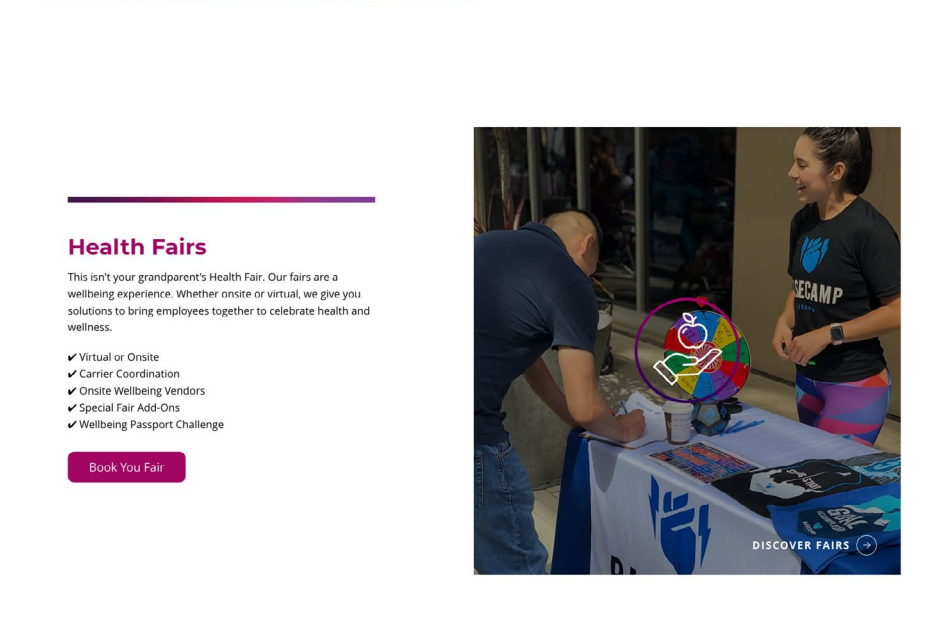
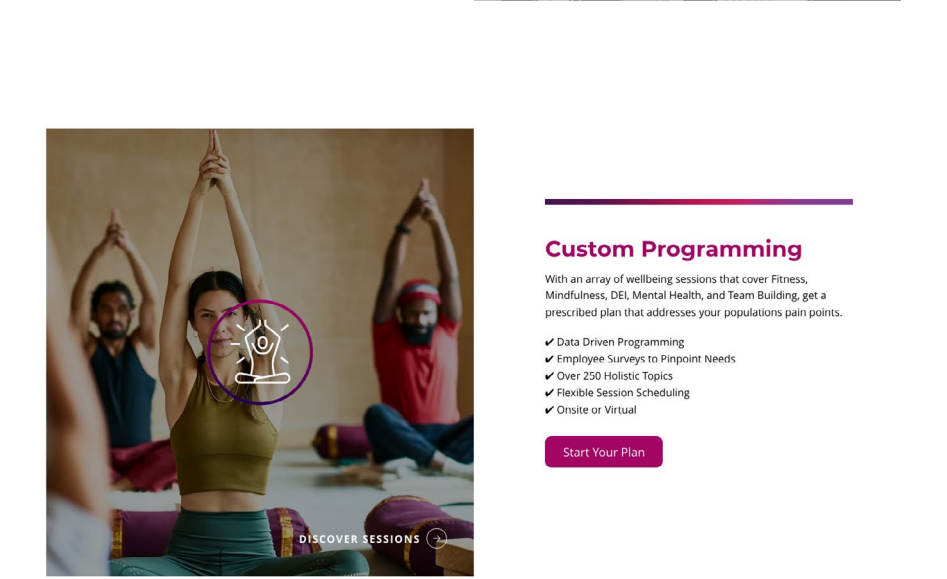
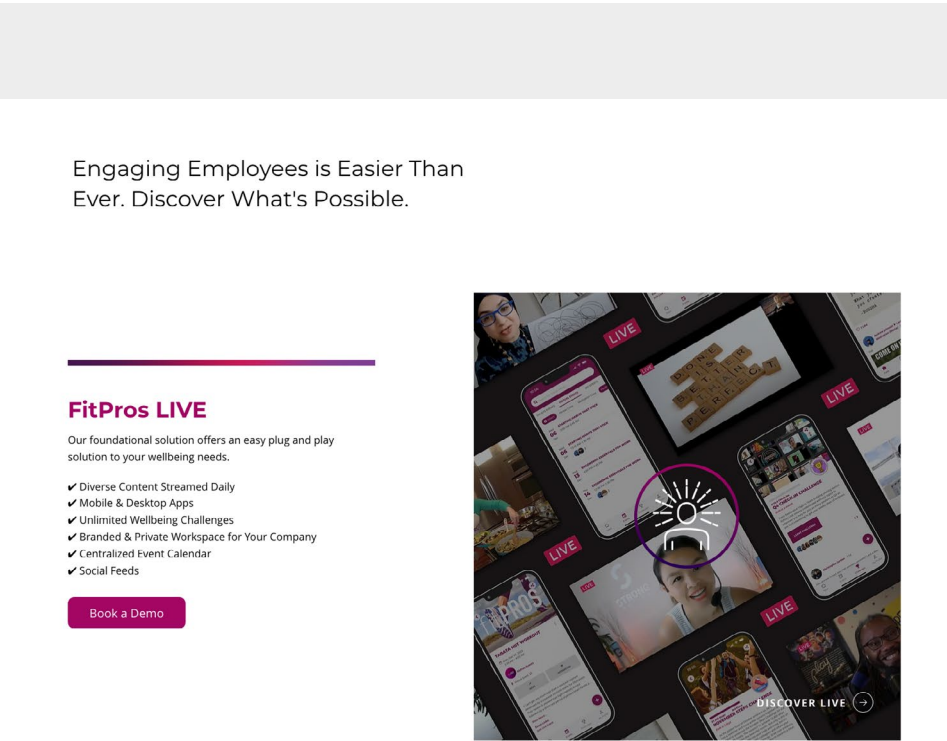
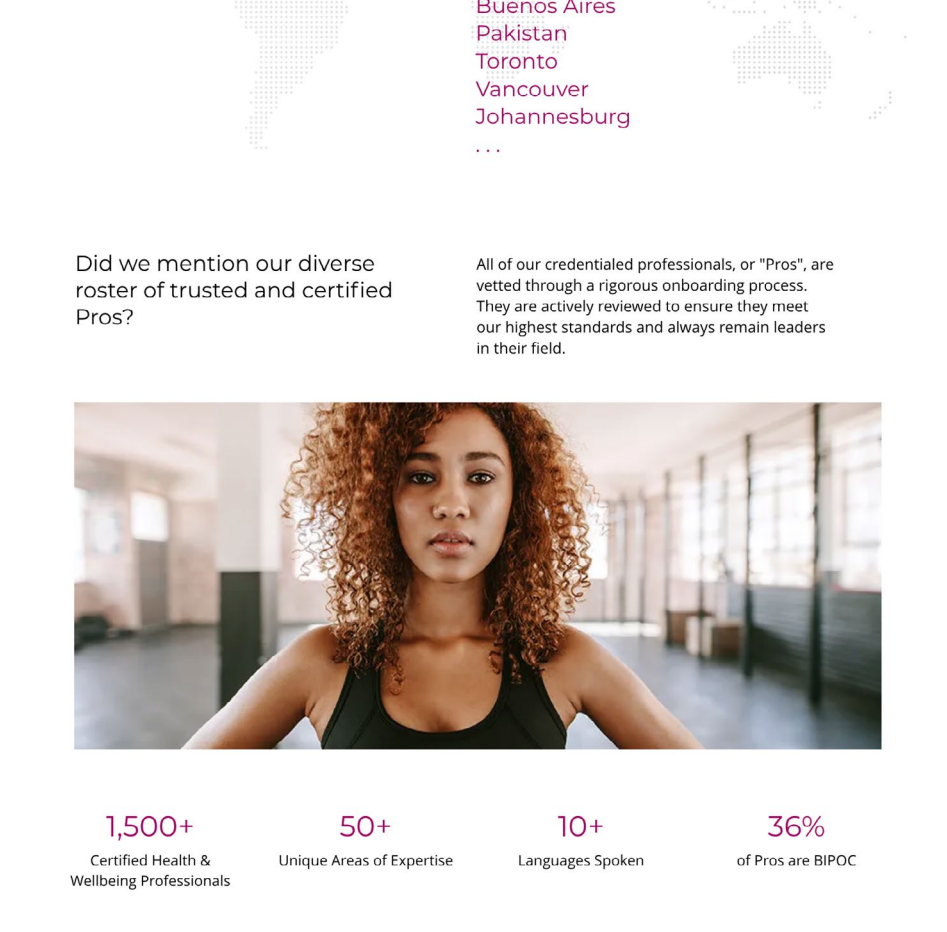
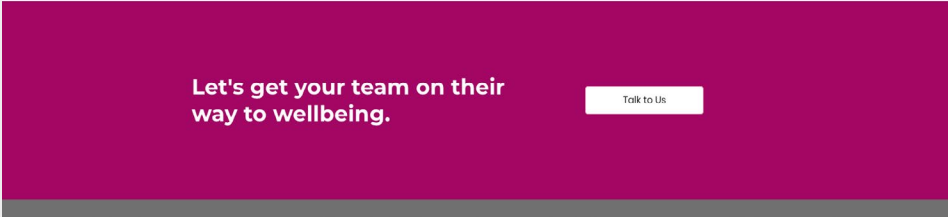
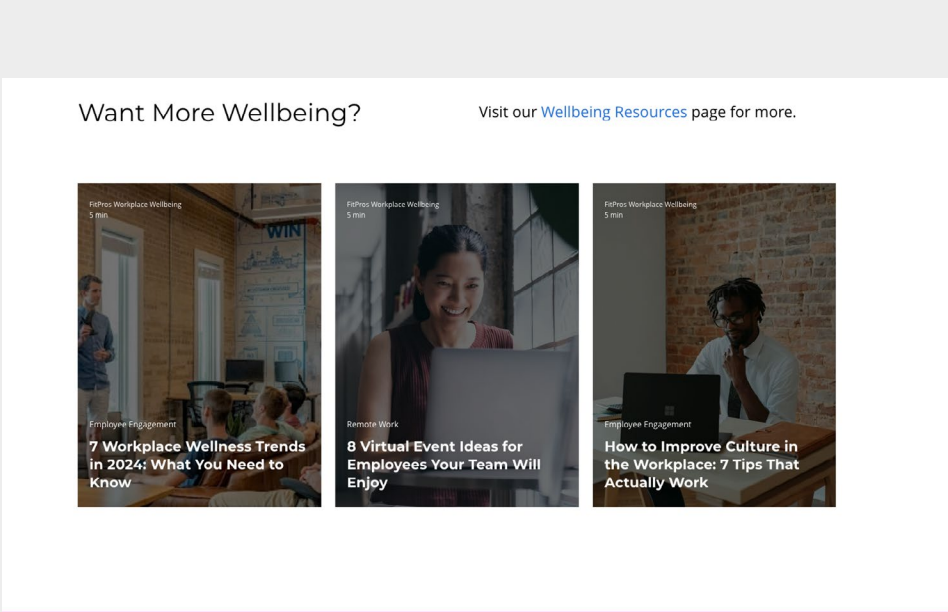
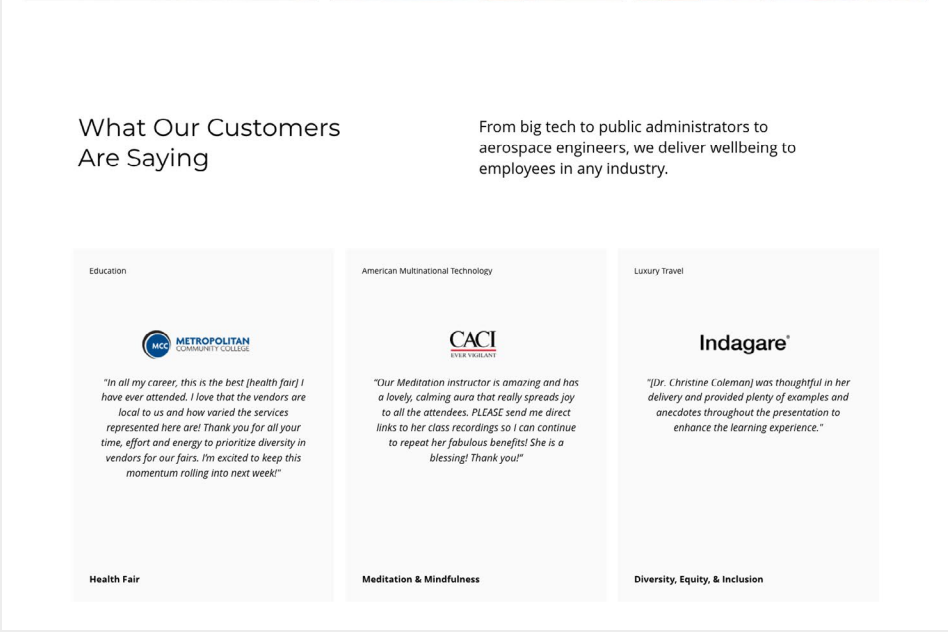
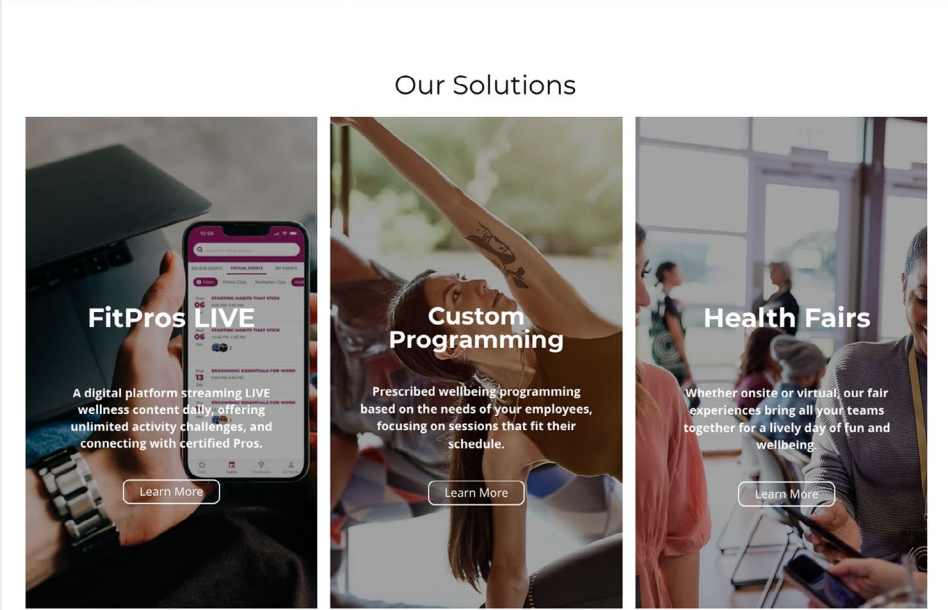
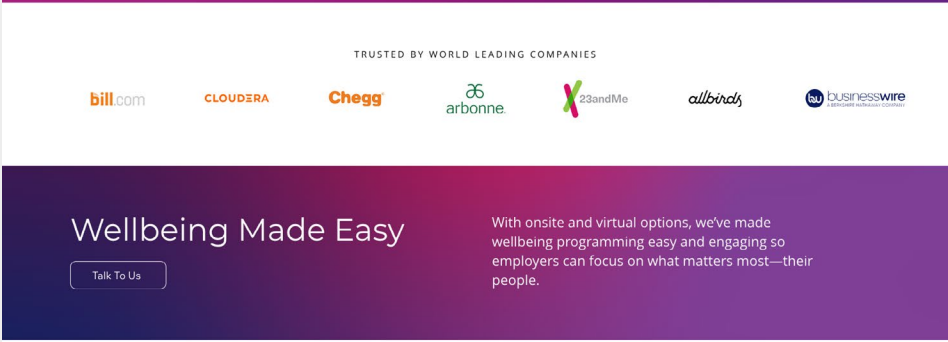
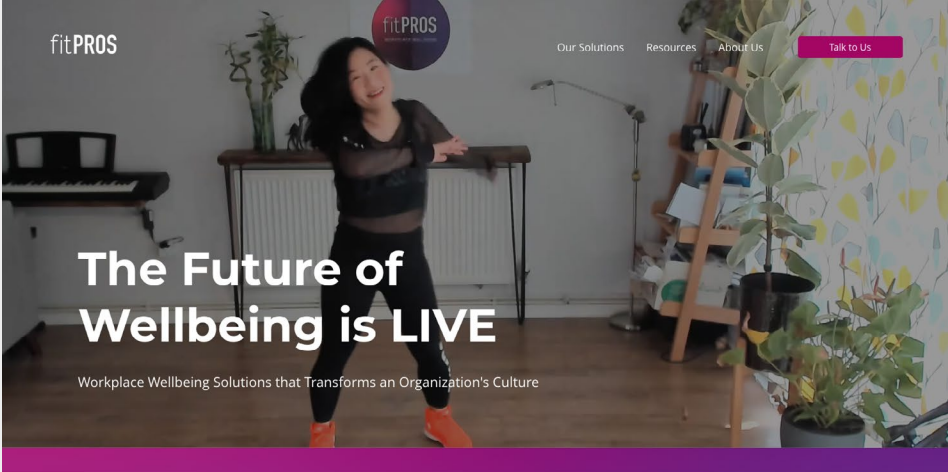


Website Design

Client: FitPros fitpros.com



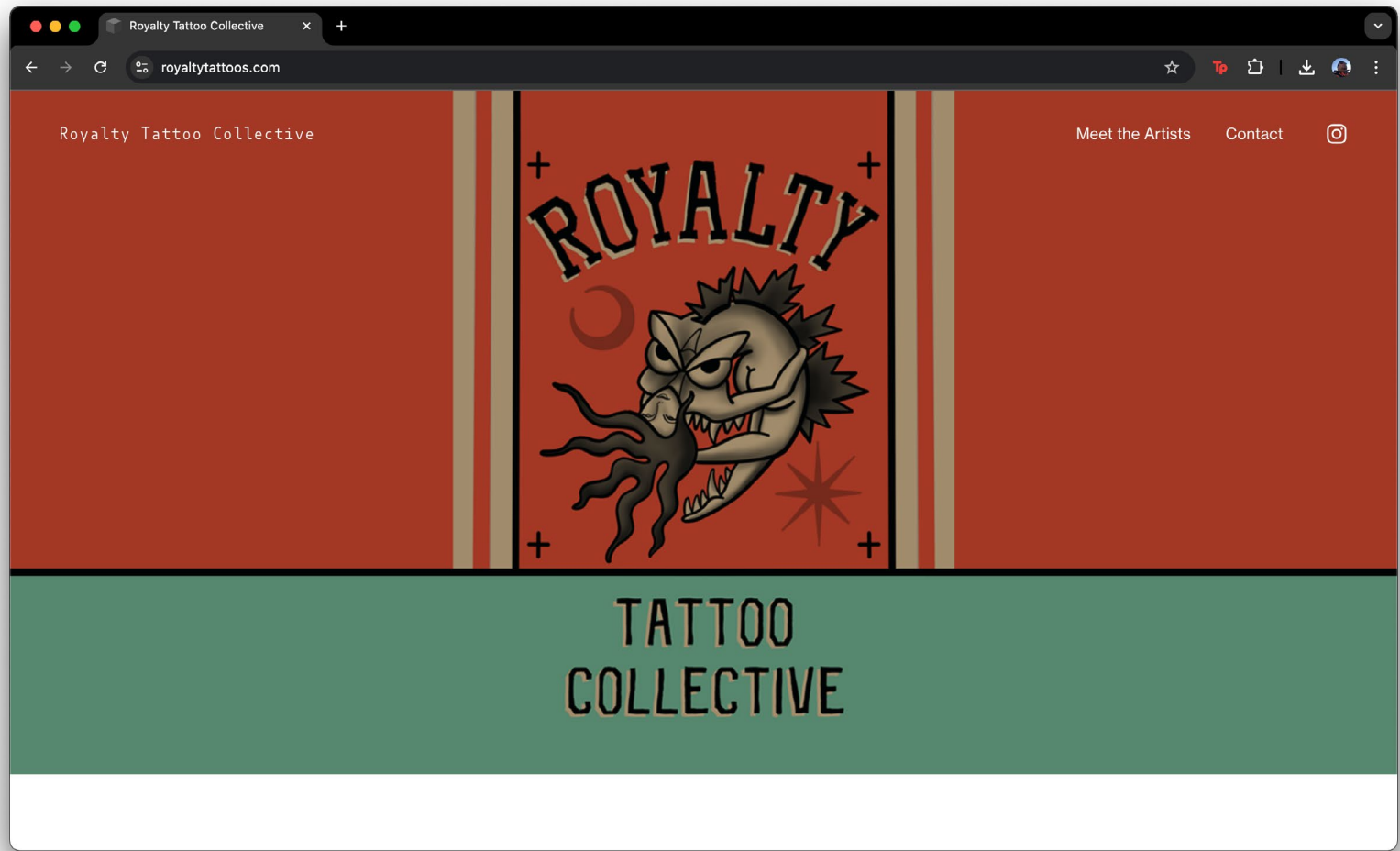
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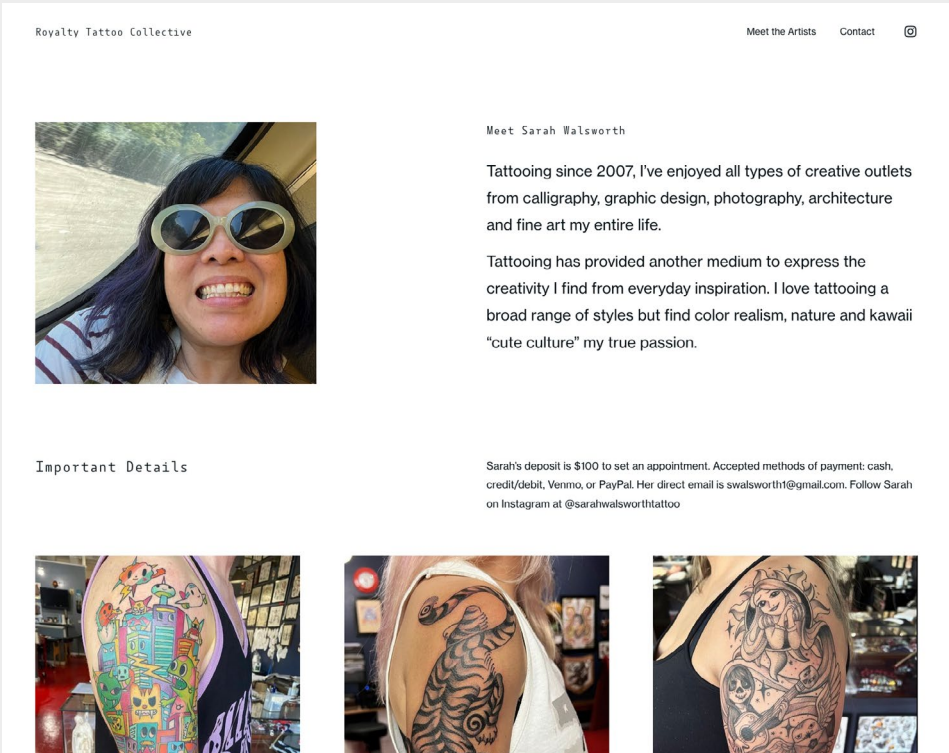
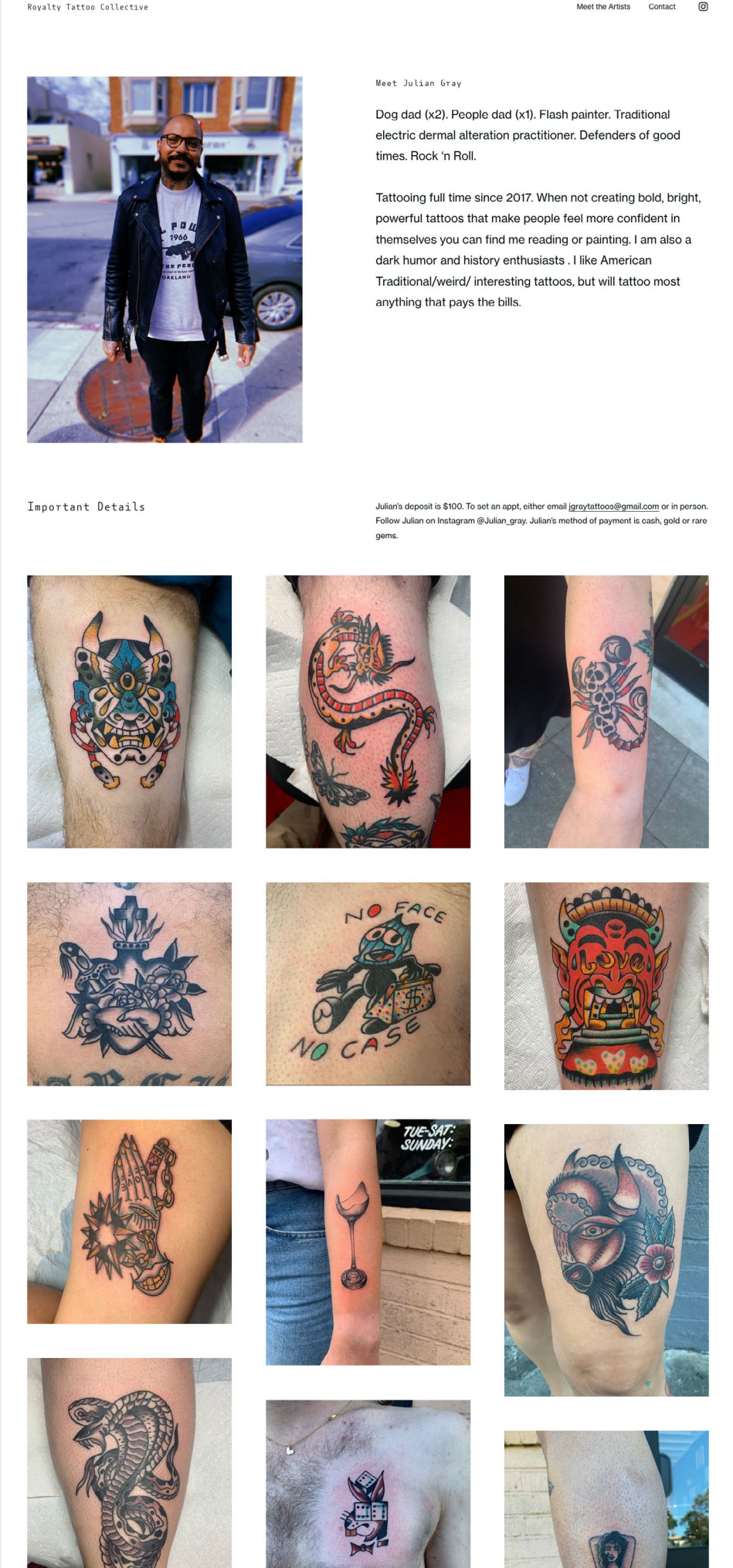
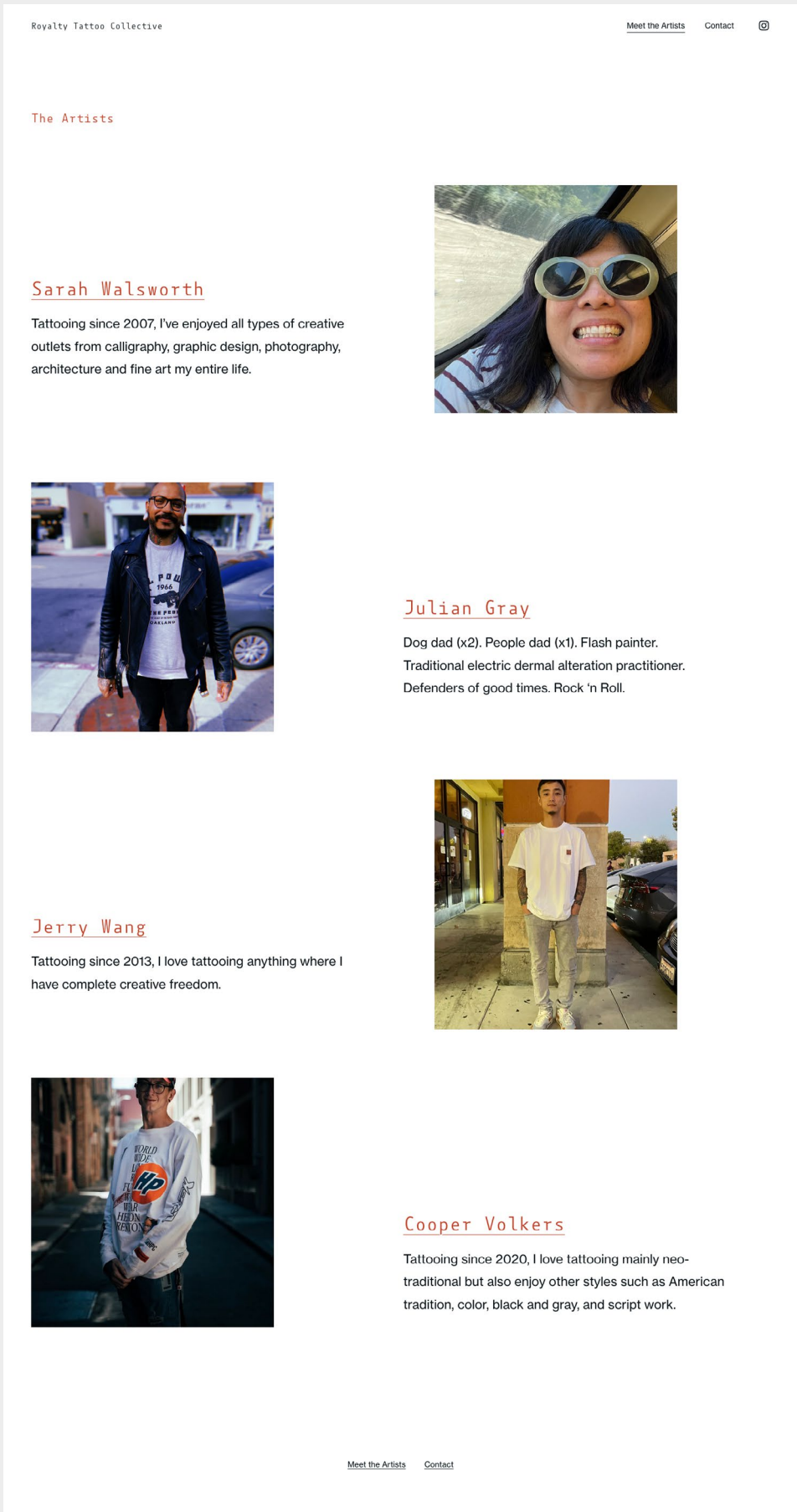
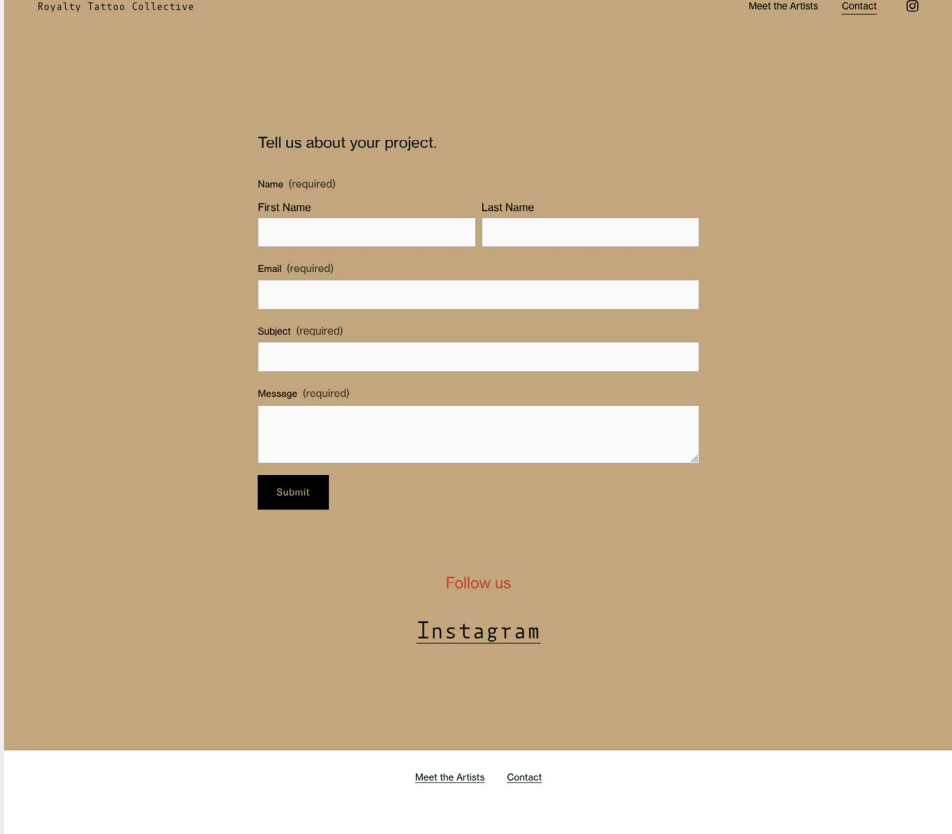
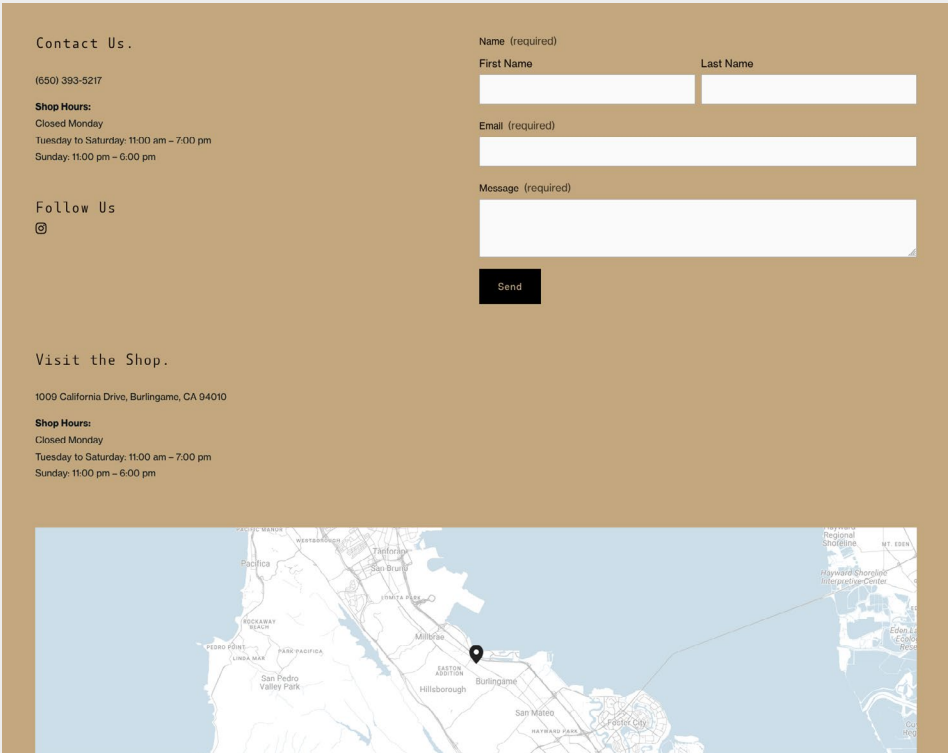
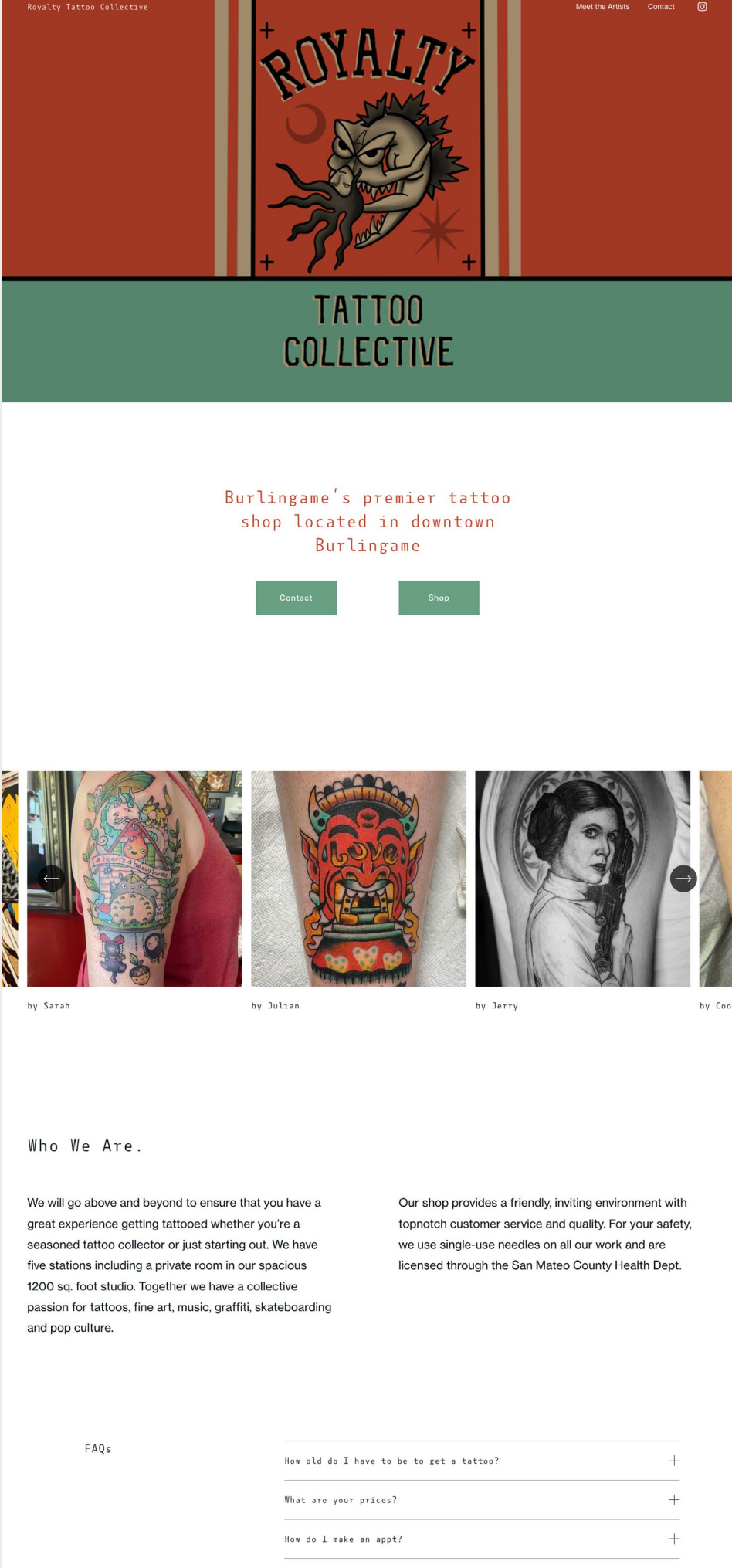
Website Design

Client: Royalty Tattoo Collective      [royaltytattoos.com](https://royaltytattoos.com)



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I am a skilled designer, creative leader, and experienced brand storyteller with many years working in both marketing and design. I'm a systems-thinking designer, and leverage typography, visuals, and language to build authentic stories. I would love an opportunity to collaborate with brands that are leaders in their industry, and creating beautiful products.

Learn more about me at [christopher-design.com](https://christopher-design.com). Full cv available [here](#).



# Christopher Jordan



Designer. Leader. Collaborator.