Christopher Jordan

Brief Overview of Design Work

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

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.

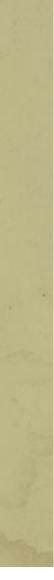
I've had the privilege of working with various brands during different cycles of growth. Being there at the inception of a brand is special. Coming in blindly to a new company to help them extend their brand is challenging and exciting. It often awakens and reignites the *why* behind the brand. At whatever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













STAY AWHILE

COVELL ARCHITECTS

GREAT

666

100

......

-2 -

1

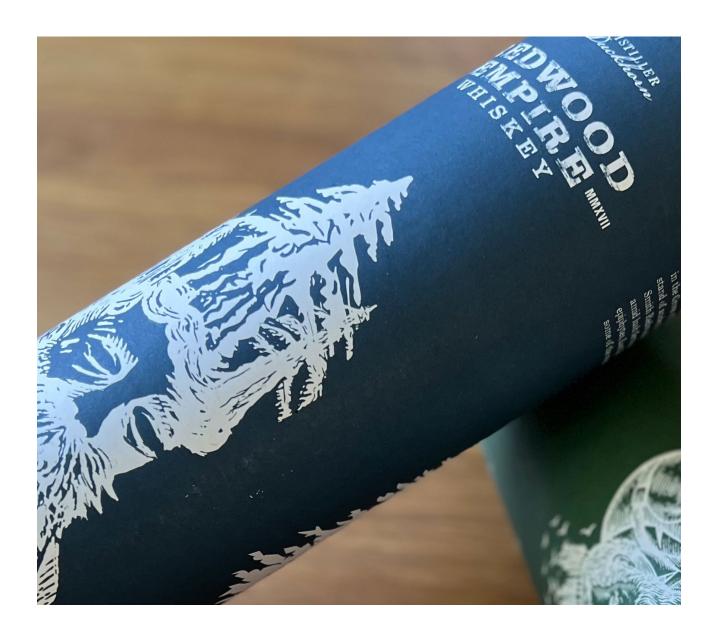


Package & Label Design

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.

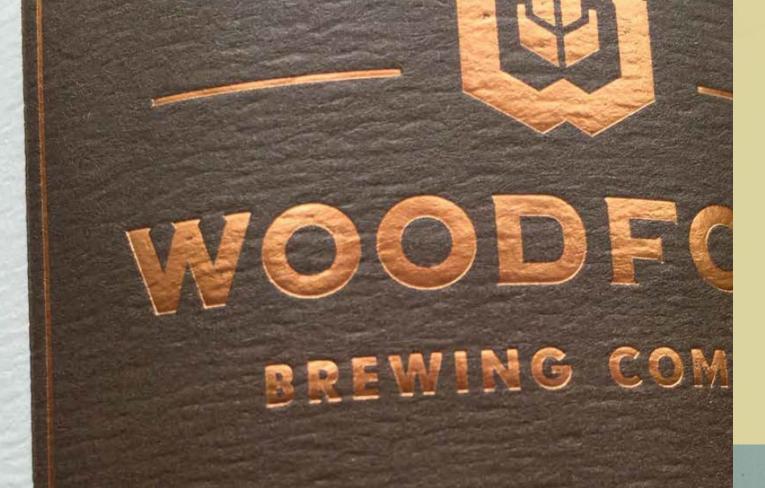


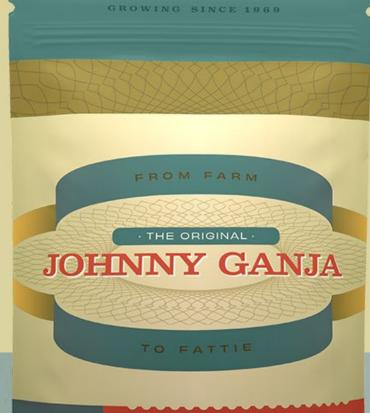








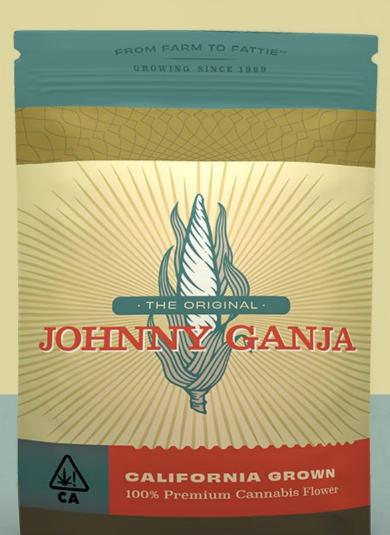






CALIFORNIA GROWN

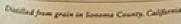






10

1 4 . .



SPIRIT W&RKS

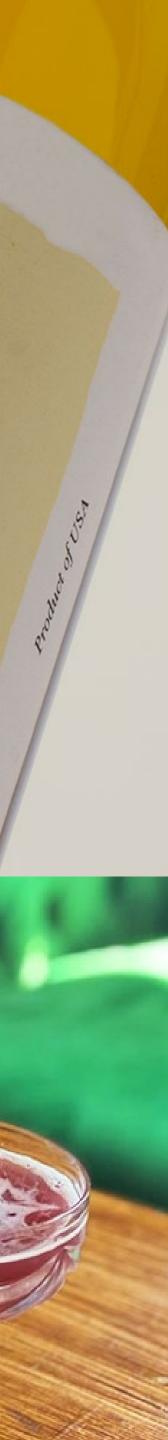
DISTILLERY

Ã DISTRUIS OF THE

PERCIPIO

Moscato

043 Man

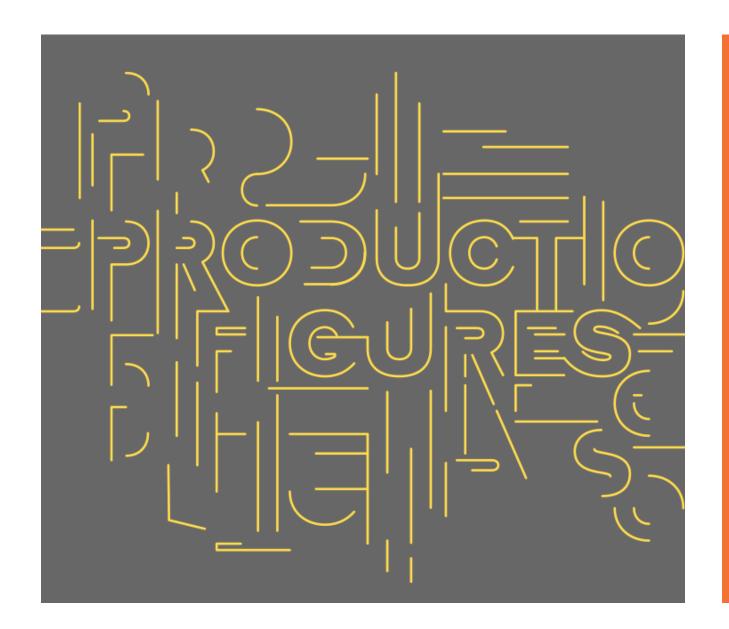


2016

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.



LIVE WORKPLACE WELLBEING

YOGA · SOCIAL CONNECTION · COOKING DEMOS · MENTAL HEALTH MINDFULNESS · TEAM BUILDING · STRENGTH · EMPLOYEE ENGAGEME PHYSICIAN LED · MOBILE APP · ERGONOMICS · FITNESS CLASSES · LEADERSH NUTRITION · HEALTH TALKS · ONE-ON-ONE CONSULTATIONS · CERTI DIVERSITY, EQUITY, & INCLUSION · HEALTH FAIRS · LEADERSHIP · PAREN GROWTH · GLOBAL ACCESS · SUSTAINABILITY · ARTS & CRAFTS · WELLBEING

BENEFIT PARTNERS. WELLBEING PROS.

P R I M E

11 emerging furniture designers







PR

EO ROOM

fit**pros**

A SHAVING

A State

WORKPLACE WELLBEING

ME

]VE

WORKPLACE WELLBEING

California Collec of the Arts

tt emerging furniture

VE

ULNESS · TEAM BUILDING ITION HEALTH TALKS



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.



Workplace Wellbeing Solutions that Transforms an Organization's Culture

bill.com

The Future of Wellbeing is LIVE

TRUSTED BY WORLD LEADING COMPANIES

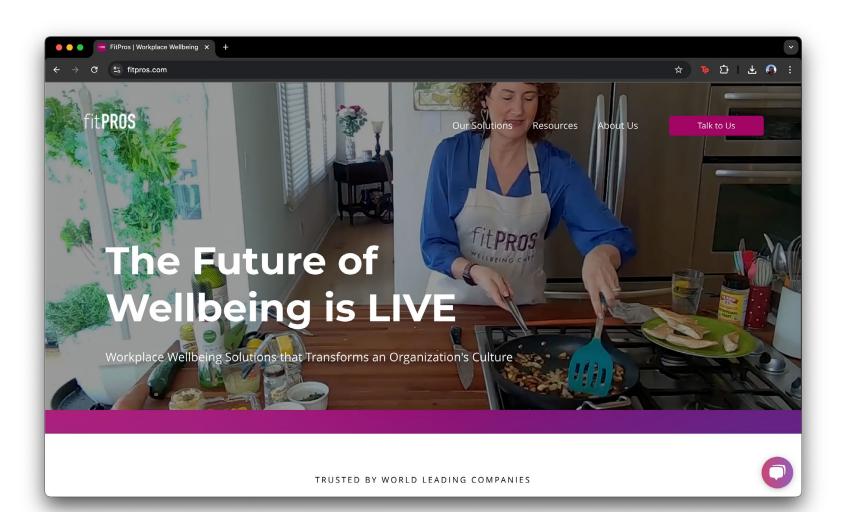






Website Design

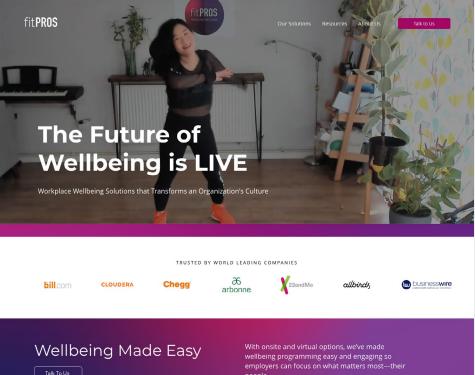
Client: FitPros fitpros.com



The names "FitPros," "FitPros LIVE," "FitPros Wellbeing App," "FitPros LIVE Wellbeing Platform," and other associated names, logos, service marks, and design elements displayed on this page are owned by FitPros, Inc. All rights reserved. 2024.

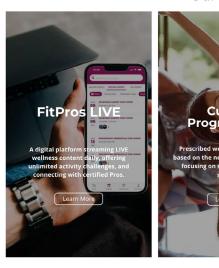
+





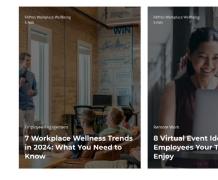
Talk To Us

Our Solutions

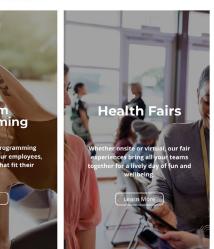


What Our Customers From big tech to public administrators to aerospace engineers, we deliver wellbeing to employees in any industry. Are Saying CACI Indagare a lovely, calming aura that really spreads jo to all the attendees. PLEASE send me direc links to her class recordings so I can continu necdotes throughout the present versity, Equity, & Inclusio

Want More Wellbeing?

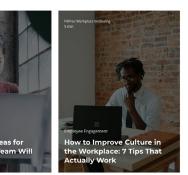


Let's get your team on their way to wellbeing.





Visit our Wellbeing Resources page for more.







Did we mention our diverse roster of trusted and certified Pros?

All of our credentialed professionals, or "Pros", are vetted through a rigorous onboarding process. They are actively reviewed to ensure they meet our highest standards and always remain leaders in their field.



Pakistan

Toronto Vancouver Johannesburg

1,500+ Certified Health & Wellbeing Professionals

10+ Unique Areas of Expertise Languages Spoken

50+

36% of Pros are BIPOC

Engaging Employees is Easier Than Ever. Discover What's Possible.

FitPros LIVE

Health Fairs

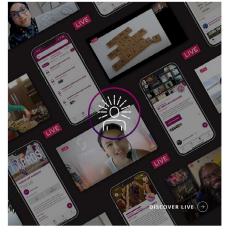
Virtual or Onsite
Carrier Coordination
Onsite Wellbeing Vendors
Special Fair Add-Ons
Wellbeing Passport Challenge

Book You Fair

This isn't your grandparent's Health Fair. Our fairs are a wellbeing experience. Whether onsite or virtual, we give you solutions to bring employees together to celebrate health and wellness.

solution to your wellbeing needs. Diverse Content Streamed Daily
Mobile & Desktop Apps
Unlimited Wellbeing Challenges
Branded & Private Workspace for Your Cor
Centralized Event Calendar
Social Feeds

Our foundational solution offers an easy plug and play





Custom Programming With an array of wellbeing sessions that cover Fitness, Mindfulness, DEI, Mental Health, and Team Building, get a prescribed plan that addresses your populations pain poir ✓ Data Driven Programming

Employee Surveys to Pinpoint
Over 250 Holistic Topics
Flexible Session Scheduling
Onsite or Virtual



Welcome to a LIVE World

Get your daily dose of wellbeing whenever and wherever

Home / FitPros LIV

FitPros LIVE: A LIVE Wellbeing Experience

This is the foundational platform for organizations looking to put their population's wellbeing first. With a mobile and desktop app, we're giving access to more employees in need. Available anytime.



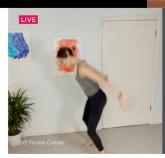
Purposeful content, always.

LIVE

The LIVE Stream It's all our wellbeing content delivered daily. A consistent does of wellbeing goodness hosted LIVE by our credentialed health



MOTIVATE & INSPIRE Engage your team with LIVE, interactive virtual wellbeing experiences. No planning require



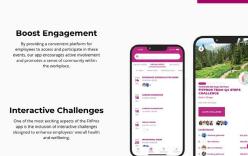
Want to learn more?

We cover everything, so you don't have to.

\odot	\odot	\odot
What It Is	Yes, it's really LIVE	You have Enough to Plan
LIVE is a subscription service, streaming diverse wellbeing content every week, hosted LIVE by our credentialed health professionals.	Remote and hybrid teams crave real interactions. Go beyond simple fitness trackers and lifeless wellness apps. Give your team wellbeing, health, and wellness sessions they can really engage in.	Scheduling a wellbeing program that rocks is time consuming and complex. Make it easy for your teams. Subscribe tune in to LIVE, and you're on your way
S	S	\odot
Drop in Anytime	Purposeful Content	Prove Your ROI
We broadcast LIVE sessions every day so your team can join in whenever it's right	Our annual schedule of LIVE sessions are carefully curated, ranging from DEI talks	Track employee attendance and engagement with our admin dashboar

Wellbeing. All in your hands.

The App Delivers





Interactive Challenges One of the most exciting aspec app is the inclusion of interac designed to enhance employee and wellbeing.





eamless Integratio

The app's seamless integration with a company's wellness program ensures effortless implementation, making it a valuable addition to ease a benefit's team planning.

Data-Driven Insights In addition to empowering employees, employers will receive data-driven insights to nonitor and evaluate the effectiveness of the wellness initiatives.

Website Design

Client: Royalty Tattoo Collective

royaltytattoos.com



Royalty Tattoo Collective logo, brand images, and photography are copyrighted by Royalty Tattoo Collective and their artists respectively. All rights reserved. 2024

The names "Royalty Tattoo Collective," "Royalty Tattoos," and other associated names, logos, service marks, images, and design elements displayed on this page are owned by Royalty Tattoo Collective and their respective artists. All rights reserved. 2024.

Copyright 2024 by Christopher Jordan.



Burlingame's premier tattoo shop located in downtown Burlingame



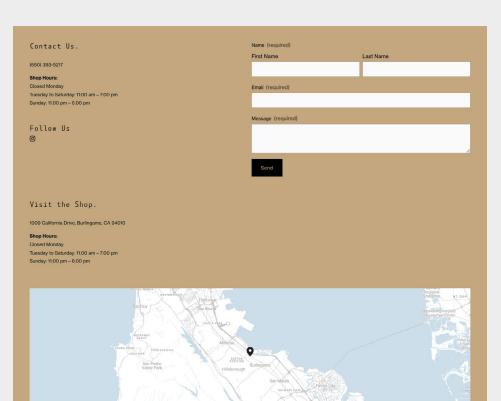


Who We Are.

FAQ

We will go above and beyond to ensure that you have a great experience getting tattooed whether you're a seasoned tattoo collector or just starting out. We have five stations including a private room in our spacious 1200 sq. foot studio. Together we have a collective passion for tattoos, fine art, music, graffiti, skateboarding and pop culture.

> How old do I have What are your price How do I make an ap







by Jerry

Our shop provides a friendly, inviting environment with topnotch customer service and quality. For your safety, we use single-use needles on all our work and are licensed through the San Mateo County Health Dept.

to be to get a tattoo?	+
ces?	+
appt?	+

llective					Meet the Artists	Contact	0
	Tell us about your proje	ect.					
	Name (required)						
	First Name	L	_ast Name				
	Email (required)						
	Subject (required)						
	Message (required)						
				<i>.</i>			
	Submit						
		Follov	v us				
		Insta	gram				
		Meet the Artists	Contact				

Royalty

The Artists

Sarah Walsworth

Jerry Wang

have complete creative freedom.

Tattooing since 2013, I love tattooing anything where I

Tattooing since 2007, I've enjoyed all types of creative

outlets from calligraphy, graphic design, photography, architecture and fine art my entire life.

Royalty Tattoo Collectiv Meet the Artists Contact O



Julian Gray Dog dad (x2). People dad (x1). Flash painter. Traditional electric dermal alteration practitioner. Defenders of good times. Rock 'n Roll.



Cooper Volkers Tattooing since 2020, I love tattooing mainly neotraditional but also enjoy other styles such as American tradition, color, black and gray, and script work.

Meet the Artists Contact



Important Details

Royalty Tattoo Collective

Julian's deposit is \$100. To set an appt, either email jgraytattoos@gmail.com or in perso Follow Julian on Instagram @Julian_gray. Julian's method of payment is cash, gold or rare



























Important Details

Royalty Tattoo Collective





Meet Sarah Walsworth

and fine art my entire life.

"cute culture" my true passion.



Meet Julian Gray

Dog dad (x2). People dad (x1). Flash painter. Traditional electric dermal alteration practitioner. Defenders of good times, Rock 'n Roll,

Tattooing full time since 2017. When not creating bold, bright, powerful tattoos that make people feel more confident in themselves you can find me reading or painting. I am also a dark humor and history enthusiasts . I like American Traditional/weird/ interesting tattoos, but will tattoo most anything that pays the bills.





Meet the Artists Contact 0





Meet the Artists Contact O

Tattooing since 2007, I've enjoyed all types of creative outlets from calligraphy, graphic design, photography, architecture

Tattooing has provided another medium to express the creativity I find from everyday inspiration. I love tattooing a broad range of styles but find color realism, nature and kawaii

Sarah's deposit is \$100 to set an appointment. Accepted methods of payment: cash



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. Full cv available here.

Christopher Jordan

Designer. Leader. Collaborator.

Copyright 2025 by Christopher Jordan.

+1 650 627 6861 crsjordan@gmail.com christopher-design.com

+