

Christopher Jordan

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CREATIVE PROFILE

Versatile, strategic, and mission-focused senior-level graphic designer with over a decade of experience functioning as a project lead for complex print and digital initiatives. Proven expertise developing high-level communications strategies, technical publications, and the visual interpretation of complex technical data for public information and major organizational campaigns. Highly skilled in establishing design standards, and leading cross-functional teams to educate and engage diverse audiences.

CORE COMPETENCIES

Technical Publications & Layout: Expert in the design, production, and coordination of comprehensive technical reports, public affairs communications, and data-driven graphics.

Campaign & Strategic Planning: Experience formulating strategic briefs, conceptual thumbnails, and mock-ups to pitch communication approaches to executive leadership and external stakeholders.

Print Production & Vendor Management: Advanced preparation of electronic files for multi-color process and spot printing, formulating production specifications, and managing service vendors and fabricators.

Cross-Functional Project Leadership: Adept at working independently or leading project teams, maintaining effective relationships with agency clients, and providing technical guidance to creative staff.

ADA & Accessibility Compliance: Proficient in designing within strict brand guidelines while ensuring readability, contrast, and American with Disabilities Act (ADA) compliance for digital and print media.

EXPERIENCE

Creative Lead, Christopher Design (Independent Studio) | Jan 2015 to Present

- Function as high-level specialist and project lead for design-centric clients, non-profits, and public interest organizations, delivering complex print, digital, and online publishing materials
- Partnered with California Health Care Safety Net Institute to design technical publications and infographics communicating how governance and roles sustain racial equity within public healthcare systems
- Collaborated with the Institute for Educational Leadership to develop the strategic direction, annual conference visual identity system, and a myriad of multi-media deliverables
- Designed program impact presentations, data-driven graphics, and comprehensive annual reports for the Child Care Providers United Training Fund to drive funder engagement
- Establish strict design standards, customized templates, and archival systems to streamline production workflows, ensuring all projects align with client budgets, timelines, and contract specifications

Senior Brand & Design Manager, FitPros, Inc. | Jan 2022 - Jun 2024

- Spearheaded a comprehensive corporate rebrand, leading the update to the visual identity system, website, messaging, and multi-media graphics to elevate market positioning
- Translated complex workplace well-being data into audience-friendly messaging, utilizing a data-informed approach to create clear visual forms, charts, and technical infographics

- Formulated communication strategies and designed presentation materials tailored for various corporate levels while maintaining a unified organizational tone and cohesive themed appearance
- Edited and optimized digital assets, website content, blogs, and public-facing social media graphics to ensure absolute voice consistency and strict internal quality standards

Senior Designer, Ingalls Design | Jan 2015 - Sep 2021

- Served as senior designer and mentor in a fast-paced boutique studio, developing diverse visual collateral including temporary and long-term exhibition designs, interpretive displays, and packaging
- Managed end-to-end print production workflows, reviewed technical job specifications, built precise CMYK/Pantone color profiles, and analyzed proofs to guarantee color accuracy and high-fidelity output
- Maintained highly organized electronic archives and digital backup files using established corporate archival systems, checking resolution and asset links to mitigate production errors

Marketing Specialist, Monterra Credit Union (formerly SMCU) | Feb 2002 - Sep 2010

- Designed high-quality marketing collateral, multi-page direct mail campaigns, and in-branch merchandising/signage adhering strictly to corporate design and typography standards
- Executed graphic production and coordinated logistics by working closely with outside vendors, print shops, mail houses, and fulfillment houses to meet tight administrative and campaign deadlines
- Prepared basic layouts, developed conceptual thumbnails, and supported production execution across multi-project campaigns to drive member action and brand alignment

SELECT CONTRACT ROLES

- **California Grocers Association**, Sacramento, CA | (Current): Art direction & design for annual conference
- **Position Interactive**, Sacramento, CA | (2025): Art direction & exhibit design for international client
- **Shawn Scott Studio**, San Francisco, CA | (2024–2025): Art direction & design for food & hospitality client
- **Vehicle Design**, San Francisco, CA | (2021–2022): Brand strategy & marketing concepts for EdTech client

TECHNICAL SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Adobe Express, Figma, Keynote, MacOS, Microsoft Office (Word, Excel, PowerPoint), Google Workspace, SharePoint, Asana, Notion, Motion Graphics support, Photo Retouching/Image Manipulation, Office & Project Management

EDUCATION

Bachelor of Fine Arts w/ High Distinction, Graphic Design

California College of the Arts, San Francisco, California

COMMUNITY

River City Food Bank, Sacramento, CA | Ongoing Volunteer Food Prep & Distribution since 2022

Tap In Creative Club, Sacramento, CA | Member since 2023, Organizer since 2025

Capitol Creative Alliance, Sacramento, CA | Ongoing Volunteer Designer, Design Week Sacramento

PROFESSIONAL REFERENCES

Available upon request.