

Christopher Jordan

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www.christopher-design.com

CREATIVE PROFILE

I am an agile visual designer and experienced brand storyteller who is often asked to collaborate with or lead cross-functional teams on strategic creative projects. I'm a systems-thinking designer, focusing on how each brand experience leads to the next. I love color, white space, and typography, leveraging it at each step, and bringing visuals and language together to tell authentic brand stories.

SKILLS

Design Tools: Expert in Adobe's InDesign, Illustrator, and Photoshop plus other Adobe CC apps, and visual design skills in Figma; Proficient with Wix Studio to build responsive sites, and various Email Service Providers (ESP) platforms for digital communication; Understand web, accessibility, and UI/UX principles; Familiar with Adobe Express and Canva.

Collaboration Tools: Proficient in Asana, Google Workspace, Slack, Loom, Scribe, and Notion.

Print Production: Expert in designing for print and the intricacies of offset and digital printing, and collaborating with vendors.

Motion/Video, & Photography: Knowledgeable of storytelling & editing fundamentals, storyboarding, and art direction.

Soft Skills: Excellent communication and multi-tasking skills, fluent in English & Spanish, adept to leadership roles and forms of coaching, and champion of workplace culture and well-being initiatives.

EXPERIENCE

Creative Lead, Christopher Design | Ongoing

As a freelance designer and creative lead, my focus has been on brand and identity design, brand strategy, and verbal branding, delivering web pages, packaging, sales materials, and other creative solutions. I also collaborate with other design studios to lead creative projects.

Senior Brand Designer & Design Manager, FitPros, Inc. | January 2022 - June 2024

Brand and design lead for a workplace well-being SaaS company. I managed all the brand experiences from print to digital, working with interns, and junior to mid-level designers. I led the redesign of the company website, and supported the app development team with UI visuals. I collaborated with Sales and Operations to create a full flow of sales collateral, and experiential design for trade shows and related materials. I also developed the brand's verbal identity, developing a brand tone, voice, and personality.

Senior Graphic Designer, Ingalls Design | January 2015 - September 2021

Senior designer for a design studio focused on brand identities, packaging, web design, book design, and other print projects. I managed the studio and client relationships, contributing to brand strategy and content. I led creative teams, and collaborated with other freelance designers, illustrators, and web developers on creative brand projects.

Marketing Specialist & Designer, Monterra Credit Union | February 2002 - September 2010

EDUCATION

Bachelor of Fine Arts w/ High Distinction, Graphic Design | May 2014

California College of the Arts, San Francisco, California