

JORDAN LANE

✉ lane.jordan68@gmail.com

🌐 www.jordan-lane.com

☎ (503) 367 9515

📍 Los Angeles, CA

SKILLS

Branding

Illustration

Typography

Motion Design

Presentation Design

Web & Mobile Design

Layout Design

Photo Retouching

EXPERIENCE

GRAPHIC DESIGNER // Ruggable, March 2020 - Current

- Create static and animated ad collateral for new product launch campaigns
- Conceptualize and design campaign specific artwork to be used across all relevant digital assets
- Work closely creative lead and project stakeholders to ensure best-in-class-design

GRAPHIC DESIGNER // AmplifyX, July 2019 - Nov 2020

- Lead development of brand identity, logo, typography, illustration style, and brand guidelines
- Created presentation materials that helped secure \$150k in funding from private investors
- Collaborated with marketing team to create digital ad campaigns with over 30k reach
- Designed company website for desktop and mobile that caters to two distinct user bases

FREELANCE GRAPHIC DESIGNER // Feb 2016 - Aug 2020

- Worked with home furnishings client of \$1M+ revenue to build first e-commerce site
- Worked with apparel client of \$1M+ revenue to create graphics for 3 best selling garments
- Developed brand identities & landing pages for 2 early stage start-ups
- Created pitch decks and presentation materials for pre-seed funding of 2 start-ups

ARTWORK COORDINATOR // Stony Apparel Corp, July 2017 - Oct 2019

- Edited and approved digital artwork for private-label print production of 500K+ quantities
- Helped initiate artwork organizational structure reducing pre-production approval time by 20%
- Worked with overseas factories to verify artwork and components for garment production
- Managed final approvals of all domestic screen prints for private-label clients

EDUCATION

PORTLAND STATE UNIVERSITY, 2009 - 2015

- Bachelor of Arts in Art Practices with a focus in printmaking