Jordan Lane

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📞 503-367-9515 📍 Los Angeles, CA

SKILLS

Branding & Identity   Motion Design   Illustration

Digital Marketing   Print Design   Generative AI

PROGRAMS

Figma   Adobe CC

After Effects   MidJourney AI

WORK EXPERIENCE

Walmart // Graphic Designer, *Dec 2023 - Current (Contract)*
- Employ generative AI for photo art direction and campaign-specific brainstorming
- Design high-visibility evergreen and seasonal website assets and emails

OpenStore // Digital Designer, *Aug 2023 - Dec 2023 (Contract)*
- Developed creative across a portfolio of 40+ brands including paid ads, emails, and landing pages
- Led targeted marketing campaigns for 3 brands surpassing 100% year-over-year growth

GoodRx // Visual Designer, *May 2023 - Aug 2023 (Contract)*
- Partnered with stakeholders to develop targeted landing pages and paid ads for specific audiences
- Produced static and animated social media graphics, web banners, emails, print ads, and brochures

Amazon // Production Designer, *Aug 2022 - Dec 2022 (Contract, Part-time)*
- Produced 150+ high-visibility banner ads and photo compositions for the Amazon.com storefront
- Led team's delivery of 50+ landing page assets for 2-step internal review improving efficiency by 50%

Ruggable // Graphic Designer, *March 2021 - Jan 2023*
- Designed Ruggable's best-performing Facebook ad in 2022 driving $500K in ad spend
- Designed assets for 31 digital marketing campaigns via email, social media, paid media, and OOH
- Crafted mood boards & style guides for Disney, Keith Haring, Marvel, Star Wars, and Basquiat collabs

AmplifyX // Graphic Designer, *July 2019 - Nov 2020*
- Crafted the brand identity, company logo, typography, illustration style, and iconography
- Developed presentations, one-pagers, and print materials, generating over $150k in funding
- Collaborated with stakeholders to develop digital marketing campaigns achieving 70k+ reach

EDUCATION

Portland State University, *2009 - 2015*
- Bachelor of Arts in Art Practices with a focus in printmaking, Minor in Graphic Design