

JORDAN LANE

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📞 (503)-367-9515

📍 Los Angeles, CA

SKILLS

Branding

Art Direction

Motion Design

Typography

Creative Strategy

Illustration

Web & Mobile Design

Layout Design

EXPERIENCE

GRAPHIC DESIGNER // Ruggable, March 2021 - Current

- Conceptualized and art directed an original ad campaign for testing in the US, UK, and Germany
- Designed top performing Facebook ad with the single highest Ruggable ad spend of 2022 at \$500K
- Designed ad collateral for licensing collaborations with companies like Disney, Keith Haring, Marvel, Starwars, Iris Apfel, SEC College Football, Jonathan Adler

PRODUCTION DESIGNER // Amazon, Aug 2022 - Nov 2022 (Contract, Part-time)

- Produced high-visibility and high-impact assets for the Amazon.com storefront
- Lead team's delivery and process of 50+ landing page assets for 2-step internal review
- Worked with external brand partners to deliver engaging and inspirational customer content

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

EDUCATION

PORTLAND STATE UNIVERSITY, 2009 - 2015

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