

JORDAN CONNER

Multidisciplinary Designer
UX/UI, Graphic Design

jordanconner.com
hello@jordanconner.com
678.542.4360

Skills

Product design
Experience design
Website design
Creative direction
Brand activation
Brand identity
Brand guidelines
Product strategy
Marketing strategy
Design systems
Social media
Motion graphics
Presentation design

Design Tools

Google Suite / MS Office
Adobe Creative Suite
Figma
Task Management Systems
Slack, Monday, Asana, JIRA, Notion
Web /CMS Platforms
Contentful, Wordpress, Squarespace
E-marketing Platforms

Freelance

2021-Now | Freelance

Currently freelancing for clients across print, web, UX/UI, and digital realms. Responsibilities include developing and optimizing brands to meet client needs, crafting promotional materials, website wireframes, and a range of visual assets including animations and presentations. Additionally, offering art direction for smaller projects and white label design services as needed.

2021-Now | Society for Health Communication

Produces digital and print marketing materials for a public health organization, implementing brand strategy, crafting micro-identities, directing art, and designing promotions for social media and web platforms.

2021 | Definition6 | heart.org

Created ideation wireframes and decks for the American Heart Association, spearheading a blog expansion initiative. Emphasized narrative-based storytelling to engage users and convey the organization's medical mission, with a focus on older age demos.

Organizations

2023-Present | AIGA Mentorship Program

Mentored an emerging graphic designer in AIGA Atlanta's Rise Up! Mentorship Program, providing creative direction for various design projects including branding, user experience, and social media assets. Offered guidance on professional development, portfolio building, and effective networking strategies.

Education

August 2010-May 2014

University of Georgia
BFA in Graphic Design
Minor in English

Experience

2021-2023 | Avant, Lead Digital Designer, Senior Analyst

- Led creative direction and execution for Avant's first major partnership with Major League Soccer (MLS), with the goal of **7,000 sign-ups** in first 6 months of launch of the Avant card.
 - Developed an evergreen identity to combat production/launch delays and alleviate workload for stakeholder and legal teams, with intention to evolve over time.
 - Designed **2 Avant-centric co-branded credit cards**, currently in circulation.
 - Redesigned the MLS rewards redemption processing service, prioritizing functionality, leading to the lift of **18 landing and checkout pages for 3 rewards features**.
 - Collaborated with stakeholders to preserve the initiatives of both brands, creating compelling assets that resonated with each partner's primary audiences.
 - Emphasized prioritizing customer-facing activations, leading to branding **1 mobile truck** and branded prizes for credit card waitlist sign-ups at game events.
 - Produced key visuals, wireframes and mockups for components, prioritizing mobile-first experiences that led to a launch of **8 web pages and experiences**, including 3 variants of the Avant credit card landing page, pre-screen and offer pages.
 - Digital promotional assets included **5 annual newsletter graphics, 8 social and email posts** leading up to launch, and **1 proposed sweepstakes micro-site**, with the goal of achieving 8k impressions on Avant social, 300-500k paid digital, and 200k impressions via MLS newsletters and social promotion.
 - **4 stadium LED videos and banners** were designed and showcased to an audience of an average of 22k attendees per MLS game.
 - Collaborated with internal teams and an agency to develop net new and rebrand existing web pages on the Avant website, leading to **20+ redesigned web pages**.
 - Built all live web pages to have desktop and mobile compatibility, with tablet later added.
 - Worked to increase search optimization by working with a strategist and copywrite to create web pages aimed at enhancing Avant's recognition in the fintech market.
 - Played a role in supporting the QA process to ensure that existing and net new features were implemented as intended by dev teams.
 - Actively managed and developed internal web and email design systems, including UI revisions in typography, color, and functionality driven factors such as grid systems and screen sizes.
 - Identified gaps in functionality and revised existing components to better aid in guest experience, resulting in **6 new components** to be utilized site wide and thus alleviating workload for developers and future designers.
 - Collaborated with product design team to complete mobile app tasks whenever workload permitted, including app store bios and promotional graphics for Iphone and Android.
 - Drafted documentation plans, changelogs and proposals within Figma for testing and records of web and video performance to drive future developments and better resonate with target audiences.
 - Worked internally to develop the credit card offer experience, which included translating revised customer-eligibility user flows into **5 web pages**— a landing page, 3 tiered APR offer pages, and a no offer page and **4 possible modals** depending on path. **2 landing pages** were expanded and outlined for testing on Userlytics.
 - Designed internal branded materials, including branded merchandise, security badges, and animated email signatures.
- ### 2017-2021 | Atlanta History Center (AHC), Lead Designer
- Developed and executed brand strategies and assets, including logos, style guides, and free giveaways for community outreach brand activations, leading to **4 public activations in one year, with at least 10% increased engagement** each activation. Themes included Atlanta United Watch Parties, Atlanta Pride, Peachtree Road Race, and Midtown Lunch Series.
 - Designed a range of assets to aid in brand awareness, including marketing materials, merchandise, program collateral, and member publications.
 - Created a micro-identities and systems for various initiatives, including Summer Camp, voter registration and temporary exhibitions, most of which are still actively utilized.
 - Actively workshopped social media strategy to increase engagement and developed targeted identities for four core areas: historical objects, events & exhibitions, historical photos, and gardens, resulting in **50+ designed posts** 2019-2021.

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Experience

- Utilized motion graphics to aid in social media visuals.
- Aided education department in developing kid friendly activities, including bingo cards, Civil War persona worksheets, and farm animal paper dolls.
- Developed branded templates for non-design oriented educators to utilize for presentations during the pandemic.
- Created and evolved **2 major quarterly publications**—*History Matters* and *Garden Citings*, resulting in **12 issues** for members and business stakeholders to view AHC offerings.
- Aided in strategy and designed promotional materials to increase engagement of guests age 18-35 through a new event program titled History After Hours, an adults-only event and allowed guests to access open exhibitions for free, which in three events saw an **increase in attendance of 40%**.
- Work for **5 exhibitions and programs**, offering art direction for new project pitches as part of strategic initiatives, including: an exhibit on Atlanta LGBT history to align with Atlanta Pride, *Any Great Change* (19th century women's suffrage), *Atlanta '96: Shaping and Olympic and Paralympic City* (1996 Olympics) and the tagline for *Cyclorama: The Big Picture* as well as a program focused on indigenous people.
- Provided art direction for the Cyclorama interactive screens, of which are utilized by guests every day and used to educate on the history of the painting.
- Lead design and publication of **1 book**: *From the Front Page* captures all articles and thinkpieces written about the Cyclorama painting leading up to the exhibition opening.
- Ensured smooth collaboration with dev teams to align designs with back-end specifications for the mobile wayfinding experience and produce **1 web-based mobile app** for guests to navigate the 33-acre campus without a guide, as well as **1 in-garage on-site day of events LED screen**.
- Managed, created, and launched **1 new AHC website** in two months to meet the needs of guests during the pandemic.
- Collaborated directly with printers, developers, videographers/photographers, and other production vendors to execute various projects.
- Designed **1 mural** for the exterior of the parking garage to aid in the visibility of the structure from the street and guide guests to the primary entrance. Mural was adapted for a wall inside the gift shop as well.
- Illustrated a swatch from the wallpaper in the historic Swan House and oversaw production to sell as merchandise in the gift shop.
- Designed the visual identity of the wayfinding system for the AHC parking garage, which was needed to alleviate confusion through multiple access points and meet city regulations.

2016 | Oshkosh B'Gosh / Carters, E-commerce Digital Designer

- Designed graphics and assets for the digital e-commerce division of a children's clothing retail brand, developing brand-standardized promotional materials for social media, emails, and web assets, including graphics for the Oshkosh site and its affiliations.
- Designed and launched roughly **75 emails** based on the performance of brick and mortar stores and e-commerce engagement in a 6-month time frame.
- Produced **1 sweepstakes website** for holiday giveaways.

2015-2016 | CNN & Turner Broadcasting, Graphic Artist

- Designed graphics and animations to support **4-5 hour long CNN network morning programs**, focusing on content for immediate broadcast and effectively supporting key editorial content goals in a dynamic, visually compelling manner.
- Acquired and utilized knowledge of equipment operation, production techniques, and engineering requirements.