

JANELLE A. JORDAN

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🏠 4214 Jerome Street, Madison, Wisconsin 53716

{ EXPERIENCE

Asst. Dir. of Communications 📍 Goodman Community Center
Madison, Wisconsin // 8.2017 – Present

Print, web, digital design for organization programs and general facility promotion – from concept through production. Contribute to planning efforts and lead execution for development events and campaigns. Social media and email marketing promotions management.

Independent Art Director 📍 Kismet By Design
2003 – Present

Freelance and contract work including identity design, event campaigns, print and digital communication pieces. Clients include: Madison Children's Museum, Bethel Horizons, Florida Theatre, Democratic Party of WI, Second Harvest and UW-Stout among others.

Graphic Designer 📍 Madison Children's Museum
Madison, Wisconsin // 10.2015 – 12.2016

Designed print, digital, web and video materials for general museum promotion, as well as event marketing campaigns. Collaborated with internal teams & board members to determine project goals and scope of deliverables. Coordinated creative work from inception to delivery.

Director of Communications 📍 Bethel Lutheran Church
Madison, Wisconsin // 2.2013 – 9.2015

Designed and directed in-house print, digital, web and video communication pieces for the organization and supported ministries. Led organization brand redesign, including logo, identity package, print materials, website and signage.

Senior Art Director 📍 Scott-McRae Advertising
Jacksonville, Florida // 2.2004 – 2.2012

Print and web design for retail product/service, corporate, nonprofit and B2B clients. Executed and oversaw projects from concept to press check or digital launch. Devised internal brand of causetocommunicate.com, a non-profit advertising and public relations division.

Graphic Designer 📍 Capital Newspapers, Inc.
Madison, Wisconsin // 3.2000 – 1.2004

Advertising design for classified major accounts. Devised print campaign for a local Subaru dealership which was positioned as a corporate prototype. Worked with WI Public Television on their annual auction materials. Art directed and designed editorial sections.

{ SKILLS

- * Self-starter; excellent time management and multi-tasking skills
- * Seeker of new trends while remaining true to proven design techniques
- * Problem solver, puzzle enthusiast
- * Highly proficient in: InDesign, Photoshop, Illustrator, Acrobat, Pages, Keynote, Word, PowerPoint, iMovie, email marketing tools, Prezi, web CMS applications, social media, basic HTML and intermediate photography

{ AWARDS

- * Local and regional ADDY awards
AAF 4th District
- * American Graphic Design and Advertising 25 logos and trademarks

{ VOLUNTEERING

- * Co-founder/designer of nonprofit organization, Mind Over Matter (M.O.M.) Inc. mindovermatter4me.com
- * Co-founder/designer of annual charitable Get It Dunn 5K/Half Marathon getitdunnrun.com
- * AIGA Jacksonville member and high school design mentor

{ EDUCATION

- * B.S.–Liberal Arts, UW–River Falls
 - Marketing Communications major
 - Graphic Design focus
 - Minor in Psychology
 - Wisconsin in Scotland study abroad program, spring 1997 semester