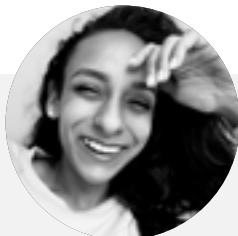




# IMAN JORDAN

RESULTS-ORIENTED & SKILLED CREATIVE PROFESSIONAL  
FOCUSED ON DELIVERING INNOVATIVE SOLUTIONS



## PROFILE

Versatile creative with expertise in print, digital, solution-based design, brand development, and creative direction. Proven web and collateral design success across diverse industries, including e-commerce, brick and mortar retail, IT & data services, education, academia, healthcare, SaaS, and B2B.

## CONTACT

### Location

Greater Houston, TX

### Phone

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### Website

[www.designlightbulb.com](http://www.designlightbulb.com)



## PROFESSIONAL EXPERIENCE

### 2022 - 2024 Senior Marketing Designer

*Movemedical*

As a Senior Marketing Designer at Movemedical, led initiatives to enhance the brand's visual identity and organizational efficiency. Spearheaded projects like building ad content calendar, expanding the brand book, optimizing file structures, and taking campaigns from concept to completion, which streamlined processes and increased efficiency. In the realm of design, my focus spanned event marketing, printed collateral, digital design, and diverse internal assets like case studies, charts & infographics, decks, and dashboards. Emphasized cohesion and innovation both internally and externally, playing a pivotal role in elevating Movemedical's brand strength and recognition, and improving ad metrics.

### 2019 - 2022 Front End Developer & Creative Direction - Freelance

*Positive Voices*

In a front-end capacity, shaped and executed the website's design, maintaining the user interface and incorporating multimedia. Created tools to enhance user experience, conducted routine site testing, and addressed issues. Proficient in HTML & modified JavaScript to customize site design. As a freelance Creative Director, managed the end-to-end creative process, pitching strategies, collaborating on campaigns, reviewing designs, and ensuring brand consistency across departments.

### 2019 - 2021 Marketing Advertising Specialist

*Abbott Labs*

Collaborated with communications team to strategize and implement Electrophysiology media campaigns. Managed the media agency, monitored metrics, and ensured timely creative deliverables. Worked with the digital team, explored new social media outlets, and maintained message consistency reflective of Abbott brand. Led brainstorming, facilitated presentations, and developed innovative solutions for diverse campaigns across digital, print, audio, video, and sales assets.



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## SKILLS

HTML/CSS, HTML5  
Static & Animated Ads  
UX & UI Design  
Digital & Print Design  
Video & Audio Editing  
Email Marketing  
Event Marketing  
Ad Campaigns  
Influ2  
Branding & Strategy  
Packaging & Layout Design  
Adobe Creative Suite  
Office 365  
Sketch, Figma, InVision  
Proto.io  
Wordpress & Shopify  
Hubspot  
MailChimp & Listrak  
Constant Contact  
Project Management Tools  
Process & Organization

## EXPERTISE

Brand Identity	████████████████████
Visual Design	████████████████████
Campaigns	████████████████████
Marketing	████████████████████
Advertising	████████████████████
Problem-Solving	████████████████████
Creativity	████████████████████
Organization	████████████████████
Speed/Efficiency	████████████████████



## PROFESSIONAL EXPERIENCE CONTINUED

2015 - 2019

### Webmaster

*International Positive Psychology Association*

Designed and updated site graphics, planned and executed user experience improvements, ran regular site analytics, improved site performance, made front-end edits, collaborated across organization divisions, and designed division logos and collateral for organization-wide events. The projects required thorough working knowledge of the WordPress platform and the execution of UX/UI design. The work regularly included video, PowerPoint, and front-end work, as well as building and editing landing pages, and designing both digital and print collateral.

2015 - 2018

### Art Director & Web Designer

*Alen Corp*

As Art Director, guided strategic concepts to execution, enhanced digital experiences across channels, and infused brand into sales conversations with creative ideas and visual solutions. Adhered to design standards and brand guidelines, contributing to creative strategy discussions. Orchestrated visual storytelling, considering mediums for optimal impact. Executed design tasks for web, print, digital, video, and more. In the role of a web designer, developed brand strategies, led Social Media creative direction, and improved user experience. Spearheaded web and graphic design projects and influenced improved marketing and advertising metrics across 3 e-commerce sites.

2013 - 2015

### Web & Graphic Designer

*Intelishift Technologies*

Designed for web, print and digital applications. The projects required the ability to excel at platforms such as Hubspot, MailChimp, and WordPress. Projects included layout design, presentation decks, designing and coding landing pages for new campaigns, designing and coding HTML emails, and print and production projects.



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## VOLUNTEER WORK

Jenni's Rescue Ranch (Foster)  
Fort Bend Animal Shelter (Foster)  
Ronald McDonald House  
Smithsonian Institution  
National LGBT Museum  
(launch discontinued)  
Director on the Board of  
Lesbians Who Tech (Austin)  
Vice President on the Board of  
Forest Bluff Community HOA

## HOBBIES & INTERESTS



Gardening



Writing



Reading



Illustrating



Crafting



Painting

## PROFESSIONAL EXPERIENCE CONTINUED

### 2014 - 2015 **Graphic Designer**

*Go! Calendars, Games & Toys*

Concepted and pitched designs for Dog Breed Store apparel, maintained three newsletters, and rebranded existing graphics. Conceptualized and designed the annual calendar catalog, the annual Real Estate leasing guide, the book store graphics and the in-store wayfinding and graphic materials on display. Duties also included creating custom promotional materials for individual stores.

### 2013 - 2014 **Graphic Design Intern**

*Smithsonian Institution*

Created the museum map, the 2014-2015 holiday card, and an invitation to artist Jake Chapman's gallery opening. Influenced plans for new museum store products and product designs, maintained updates to the weekly newsletter and worked with visitor services to manage arising in-house issues.

### 2009 - 2010 **Graphic Design Intern**

*Peanut Butter & Jelly*

This role required marketing and communications skills. Met with clients about upcoming events to plan promotional and advertising strategy, and designed the requested materials. The position was fast-paced and required, project management skills, creative problem-solving, and the ability to learn quickly.

## EDUCATION

### 2008 - 2012 **BFA, Visual Communications Design**

*Art Academy of Cincinnati / Cincinnati, OH*

### 2006 - 2007 **Foundations Degree in Visual Arts**

*Arts Institute at Bournemouth / Bournemouth, England*