

jordana

sherrod

Award-Winning Creative and Art Director,
Graphic Designer, & Digital Strategist

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education

**CALIFORNIA STATE UNIVERSITY,
NORTHRIDGE**

AUGUST 2008 — MAY 2012

Bachelor of Arts in Graphic Design
& Photography

Dean's List: 2008-2012

core capabilities

CREATIVE LEADERSHIP

Creative Direction · Art Direction ·
Brand Strategy · Campaign Development ·
Team Leadership · Project Management

UX/UI & PRODUCT DESIGN

UX/UI Design · Design Systems · User
Research · Wireframing · Prototyping ·
Web & Mobile Design · Accessibility
Standards · HTML5/CSS

DESIGN & CREATIVE TOOLS

Adobe Creative Suite (Photoshop, Illustrator,
InDesign, XD, Premiere Pro, After Effects) ·
Figma · Microsoft Office

BRAND & WORKFLOW OPERATIONS

Brand Identity · Creative Strategy · AI
Workflow Integration · Agile/Scrum

ADDITIONAL SKILLS

Photography · Illustration · Typography

certifications

ADOBE CERTIFICATIONS

Certified Professional: Visual Design & Web
Design · Graphic Designer Professional
Certificate · Marketing Specialist
Professional Certificate

GOOGLE CERTIFICATIONS

UX Design · Digital Marketing &
E-commerce · Project Management ·
AI Essentials · Analytics IQ

awards

DOTCOMM GOLD AWARD

**2022 EXCELLENCE IN WEB CREATIVITY
& DIGITAL COMMUNICATION**

Recognized Work:

National Apartment Assoc. UX/UI

PUBLIC AFFAIRS COUNCIL AWARD

2021 COMMUNICATIONS INNOVATION

Recognized Work:

Protect the Heroes Campaign

volunteer

ENGLISH TEACHING FELLOWSHIP

SEPTEMBER 2015 — JUNE 2016

Award-winning Creative and Art Director with 15+ years of experience leading brand strategy, UX/UI design, and integrated campaigns across B2B, B2C, and regulated industries. Proven success leading cross-functional teams, building scalable design systems, and translating business goals into high-performing digital and brand experiences that improve engagement, efficiency, and usability.

work experience

ALLIED GLOBAL MARKETING | ASSOCIATE ART DIRECTOR

JULY 2023 — PRESENT

- Leading multidisciplinary creative teams in delivering integrated marketing campaigns for a diverse portfolio of high-profile clients, including Carnival Corp., BroadwayHD, and Griffin MSI, driving sustained year-over-year (YoY) growth in engagement and conversions while expanding client retainers, securing additional SOWs, and contributing to agency revenue growth
- Translates business objectives into creative strategies that drives retainer revenue growth, supporting new business acquisition through pitches and RFPs, and strengthening long-term client partnerships
- Directing 10+ cross-channel campaigns per quarter across print, digital, video, and OOH, collaborating with cross-functional teams and overseeing vendors throughout the full project lifecycle
- Mentors a team of 5+ creatives while implementing AI-enabled workflows and scalable design systems that improve operational efficiency and increase capacity across concurrent campaigns
- Developing and facilitating creative workshops for internal and external stakeholders, strengthening design capabilities, accelerating tool adoption, and improving cross-functional collaboration

INDEPENDENT SECURITY EVALUATORS | CREATIVE DIRECTOR & DIGITAL PRODUCT DESIGNER

MARCH 2022 — JUNE 2023

- Led UX/UI strategy, product vision, and end-to-end digital product design for an enterprise SaaS platform serving Amazon, The Walt Disney Company, and WarnerMedia, driving platform adoption, user engagement, and business growth
- Built scalable design systems that unified product and marketing experiences, improving design consistency, streamlining workflows, and reducing task completion time by 30%+
- Increased user satisfaction and task success rates by 60%+ through user-centered design improvements informed by usability research, testing, and iterative optimization
- Partnered with engineering, product, marketing, and executive stakeholders to translate business requirements into intuitive, scalable digital experiences aligned with user and organizational goals
- Developed and facilitated internal workshops on UX/UI, product design, and marketing best practices, strengthening cross-functional alignment, design maturity, and execution quality

UNLEASHED TECHNOLOGIES | CREATIVE DIRECTOR

MAY 2021 — MARCH 2022

- Directed UX strategy for cross-functional teams of 10+ members serving B2B, B2C, and public-sector clients, improving engagement, retention, and user satisfaction
- Redefined agency brand identity and design system, repositioning the agency as an award-winning digital creative partner for regulated and government sectors
- Built scalable design systems and brand frameworks across 50+ digital platforms and delivered web experiences for clients including the National Apartment Association, Silver Spring Bank, and DRS Washington
- Served as Interim Marketing Director for 8+ months, leading marketing strategy, execution, public-facing communications, and RFP development, strengthening brand positioning and supporting new business growth

AMERICAN HOSPITAL ASSOC. | SENIOR GRAPHIC DESIGNER & MANAGER OF CREATIVE SERVICES

APRIL 2019 — MAY 2021 // GRAPHIC DESIGNER · SEPTEMBER 2016 — APRIL 2019

- Led national campaign creative across digital, print, and social channels for healthcare initiatives
- Managed high-volume production of national and global stakeholder communications
- Established accessibility and design standards, improving consistency and compliance across departments
- Led and mentored a creative team of 3, reducing turnaround time by 60%+ through workflow optimization and vendor coordination
- Translated complex healthcare data into clear, accessible visual communications

INTWINE MARKETING | GRAPHIC DESIGNER

JANUARY 2014 — AUGUST 2015 // JUNIOR GRAPHIC DESIGNER · AUGUST 2012 — DECEMBER 2013

- Developed brand identity systems, packaging, and integrated campaigns for leading beverage and wine brands, including Constellation Brands, Freixenet Global, Robert Mondavi Winery, and E. & J. Gallo Winery driving increased brand awareness and engagement YoY
- Designed cross-channel creative across packaging, media assets, and UX/UI to improve shelf impact, consistency, and brand recognition
- Partnered with marketing teams and external vendors to ensure consistent execution across all brand touchpoints