

Jordana Sherrod

GRAPHIC DESIGNER & DIGITAL STRATEGIST

CONTACT

- +1 (925) 980-2840
- jordana.sherrod@gmail.com
- www.sherrod-designs.com
- linkedin.com/in/jordanasherrod

EDUCATION

CA State University, Northridge August 2008 - May 2012

- Bachelor of Arts in Graphic Design and Photography
- Dean's List: 2008-2012
- Graduation with Honors

EXPERTISE

- Creative Direction
- Digital Strategy
- Brand Identity and Development
- UX/UI Design and Development
- Marketing and Advertising

SKILLS & SOFTWARE

Adobe Creative Suite

- Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects

Front-End Coding Languages

- HTML/CSS, Java, WordPress, Drupal

Microsoft Office

- Word, Excel, PowerPoint, SharePoint

Additional Skills

- Photography, Illustration, Typography, Video Editing, Content Creation and more

AWARDS & CERTIFICATIONS

Google Analytics

- Individual Qualification Certification

2022 Center for Excellence Award

- Independent Security Evaluators, Q2 Leadership Recognition

2022 dotCOMM Gold Award for Excellence in Web Creativity and Digital Communication

- National Apartment Association (NAA) Website

2021 Public Affairs Council Award for Communications

- Protect the Heroes Campaign

ABOUT ME

Accomplished graphic designer and digital strategist with 13+ years of experience leading and executing award-winning campaigns across a variety of industries. A creative, resourceful and high-energy leader ready to create the next innovative program to build engagement and help each client thrive in their respective fields.

WORK EXPERIENCE

ALLIED GLOBAL MARKETING | LOS ANGELES, CA

Associate Art Director | July 2023 - Present

- Meticulously manages and mentors creative teams and the production of creative materials for a variety of high profile clients including BroadwayHD, Apple TV+, Wynn Las Vegas, The CW, View Boston and many more
- Forge new paths and fuse the worlds of art and business to captivate audiences worldwide through expertise as a hybrid designer, marketer, strategist, and content creator
- Collaborate with media, strategy and social experts to facilitate paid and organic campaigns, video production, marketing collateral and more to deliver strong ideas and visuals that inspire each brand

INDEPENDENT SECURITY EVALUATORS | BALTIMORE, MD

Digital Product Designer | March 2022 - June 2023

- Facilitated user research and discovery activities including user interviews, surveys, content and analytics audits and competitor analysis to design and deliver innovative, intuitive and visually appealing experiences
- Improved product and services per user feedback and best practices to increase overall web traffic and customer retention through ongoing quality assurance testing
- Managed creative and marketing projects to increase brand awareness, activate new business opportunities and promote widespread engagement
- Developed strong relationships with key clients including Disney, Amazon, Paramount, Apple and WarnerMedia

UNLEASHED TECHNOLOGIES | COLUMBIA, MD

Art Director | May 2021 - March 2022

- Managed creative department and designed materials according to client's respective brand guidelines, industry regulations and marketing trends
- Translated user research into UX artifacts including sitemaps, user flows, wireframes and prototypes
- Benchmarked and presented user research and discovery activities including user interviews, surveys, heatmaps, heuristics analysis, competitor analysis and analytics audits to demonstrate current and potential ROIs
- Fostered a collaborative experience to create essential collateral for high-priority clients including The National Apartment Association, Silver Spring Bank, The American College of Legal Medicine and many more

AMERICAN HOSPITAL ASSOCIATION | WASHINGTON, DC

Senior Graphic Designer and Manager of Creative Services | April 2019 - May 2021

Graphic Designer | September 2016 - April 2019

- Conceptualized and executed dynamic and visually appealing designs to support a wide range of integrated campaigns and publications that align with the AHA's brand identity and communication goals
- Managed creative team and nurtured a collaborative environment to develop aesthetically appealing visual strategies and presentations that translated complex ideas into easily understandable collateral
- Incorporated new design trends and innovative solutions using best practices and metric-driven results

MASA ISRAEL JOURNEY | BE'ER SHEVA, ISRAEL

English Teaching Fellow | September 2015 - June 2016

- Volunteer-based opportunity to serve as a dedicated tutor to improve the English language skills of students, grades 3-6, for one academic year
- Participated in nation-wide philanthropic events contributing to local communities

INTWINE MARKETING | SAN FRANCISCO, CA

Graphic Designer | August 2012 - August 2015

- Developed, designed and presented metric-driven concepts and unique solutions for international brands
- Increased engagement and promoted sales for clients with high-quality, visually engaging and innovative designs according to industry regulations, brand guidelines and marketing trends
- Ideation and fulfillment of integrated marketing programs for highly acclaimed brands associated with award-winning groups such as Constellation Brands, E. & J. Gallo Winery, Folio Wine Partners and more

LITTLE BLACK BAG | LOS ANGELES, CA

Lead Graphic Design and Photography Intern | November 2011 - June 2012

- Worked with Creative Director and marketing team in an intimate, start-up environment to contribute a variety of creative and strategic efforts including brand management, research initiatives and product photography