

JORDANA SHERROD

AWARD-WINNING CREATIVE DIRECTOR, GRAPHIC DESIGNER, AND DIGITAL STRATEGIST

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CORE CAPABILITIES

CREATIVE LEADERSHIP & PROJECT MANAGEMENT

Creative and Art Direction, Creative Strategy, Concept Development, Cross-Functional Collaboration, Creative Project Management, Resource Planning, Workflow Optimization, Vendor Management

BRAND STRATEGY & INTEGRATED MARKETING

Brand Strategy and Identity, Integrated Marketing Campaigns, Campaign Development, Visual Storytelling, Digital Marketing, Print, Digital, and OOH Advertising, RFPs and Client Presentations

UX/UI & DIGITAL PRODUCT DESIGN

UX/UI Design, Responsive Web Design, Digital Product Design, User Research, Wireframing & Prototyping, Design Systems, Accessibility Standards, Quality Assurance

DESIGN TOOLS & TECHNOLOGY

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver, and XD, Figma, HTML5/CSS, AI-Enabled Workflows, Microsoft Office

EDUCATION

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

GRADUATED MAY 2012

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

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

SEPT 2015 – JUNE 2016

Award-winning creative leader with 15+ years of experience in creative and art direction, brand strategy, integrated marketing, UX/UI, and digital product design. Guides multidisciplinary teams and projects from concept through delivery, aligning creative quality, user needs, and business goals across B2B, B2C, and enterprise environments.

WORK EXPERIENCE

ALLIED GLOBAL MARKETING

ART DIRECTOR · JULY 2026 – PRESENT // ASSOC ART DIRECTOR · JULY 2023 – JULY 2026

- Drives sustained year-over-year engagement and conversion growth across campaigns for Carnival Corp., BroadwayHD, Netflix House, Griffin MSI and more by leading integrated creative strategy and delivering cohesive, cross-channel marketing campaigns.
- Directs 10+ campaigns per quarter across print, digital, video, and out-of-home (OOH), coordinating multidisciplinary teams and external vendors throughout the creative production lifecycle.
- Supports client retention and agency revenue growth by translating business objectives into creative strategies, contributing to pitches and RFPs, and strengthening long-term client partnerships.
- Mentors team of creatives and improves operational efficiency by implementing AI-enabled workflows, scalable design systems, and collaborative creative processes.
- Strengthens creative capabilities and cross-functional collaboration by developing and facilitating workshops for internal and external stakeholders on design practices, UX/UI, and emerging tools.

INDEPENDENT SECURITY EVALUATORS

CREATIVE DIRECTOR & DIGITAL PRODUCT DESIGNER · MAR 2022 – JUNE 2023

- Led creative direction, UX/UI strategy, and end-to-end digital product design for an enterprise SaaS platform serving Amazon, The Walt Disney Company, and WarnerMedia.
- Reduced task completion time by 80%+ by developing scalable design systems that unified product and marketing experiences and streamlined workflows.
- Increased user satisfaction and task success rates by 70%+ through user-centered design improvements informed by research, usability testing, and iterative optimization.
- Translated business requirements and user insights into intuitive digital experiences by partnering with product, engineering, marketing, and executive stakeholders.
- Strengthened cross-functional alignment and design execution by developing and facilitating workshops on UX/UI, product design, and marketing best practices.

UNLEASHED TECHNOLOGIES

CREATIVE DIRECTOR · MAY 2021 – MAR 2022

- Directed UX strategy and digital creative for B2B, B2C, and public-sector clients, leading cross-functional teams of 10+ to deliver user-centered digital experiences that strengthened engagement, retention, and satisfaction.
- Repositioned the agency as an award-winning digital creative partner in regulated and government sectors by redefining its brand identity and design system.
- Established scalable design systems and brand frameworks across 50+ digital platforms, including web experiences for the National Apartment Assoc, Silver Spring Bank, DRS Washington, and more.
- Supported business development and brand positioning as Interim Marketing Director by leading marketing strategy, public-facing communications, and RFP development.

AMERICAN HOSPITAL ASSOCIATION

SNR GRAPHIC DESIGNER & MANAGER OF CREATIVE SERVICES · APR 2019 – MAY 2021 // GRAPHIC DESIGNER · AUG 2016 – APR 2019

- Led creative development for national healthcare campaigns across digital, print, and social channels, translating complex healthcare topics into clear, accessible visual communications.
- Managed high-volume production of national and global stakeholder communications across channels, optimizing workflows to reduce creative turnaround time by 70%+.
- Led and mentored a three-person creative team, elevating creative quality and consistency through streamlined workflows and accessibility standards.

INTWINE MARKETING

GRAPHIC DESIGNER · JAN 2014 – AUG 2015 // JNR GRAPHIC DESIGNER · AUG 2012 – DEC 2013

- Developed brand identity systems, packaging, and integrated campaigns for Constellation Brands, Freixenet Global, Robert Mondavi Winery, E. & J. Gallo Winery, and more.
- Supported year-over-year growth in brand awareness and engagement through cross-channel creative spanning packaging, media assets, and UX/UI design.
- Collaborated with marketing teams and external vendors to deliver cohesive, production-ready creative that strengthened shelf presence, brand consistency, and recognition across brand touchpoints.