

jordana

sherrod

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

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education

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

AUGUST 2008 - MAY 2012

B.A. in Graphic Design & Photography

Dean's List: 2008-2012

core competencies

Creative & Art Direction

UX/UI & Visual Design

Brand Strategy & Storytelling

Digital Campaign Development

Cross-Functional Team Leadership

Responsive Web & Mobile Design

Data-Driven Design & Optimization

Project & Stakeholder Management

technical skills

ADOBE CREATIVE SUITE

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

FRONT-END CODING LANGUAGES

HTML5/CSS, Java, WordPress, Drupal

MICROSOFT OFFICE

Word, Excel, PowerPoint, SharePoint

OTHER

Figma, Photography, Illustration,
Typography, Content Creation, & more

certifications & awards

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION CERTIFICATION

**2022 DOTCOMM GOLD AWARD
FOR EXCELLENCE IN WEB
CREATIVITY
& DIGITAL COMMUNICATION**

**2021 PUBLIC AFFAIRS
COUNCIL AWARD
FOR COMMUNICATIONS**

about me

Creative Director with 15+ years of experience in graphic design, product design, and brand strategy across B2B and B2C markets. Expert in digital storytelling and cross-platform campaigns that drive engagement and build brand loyalty. Proven leader of cross-functional teams, delivering award-winning, data-driven creative aligned with business goals and bold visual impact.

work experience

ALLIED GLOBAL MARKETING | ASSOCIATE ART DIRECTOR

REMOTE | JULY 2023 - PRESENT

- Leads end-to-end creative execution for integrated campaigns across print, digital, and video for entertainment clients including Apple TV+, Carnival Corporation, Disney, Griffin MSI, Herschend Family Entertainment, and many more.
- Manages and mentors creative teams while collaborating cross-functionally to deliver high-quality assets that elevate brand storytelling and align with client KPIs and business goals.
- Drive cross-channel campaign strategy, integrating paid media, organic social, and content creation to maximize engagement.

INDEPENDENT SECURITY EVALUATORS | DIGITAL PRODUCT DESIGNER

BALTIMORE, MD | MARCH 2022 - JUNE 2023

- Led UX/UI design for a SaaS third-party cybersecurity platform serving enterprise clients such as Amazon and WarnerMedia.
- Conducted user research and testing to inform data-driven, iterative design improvements that enhanced platform performance, retention, and engagement.
- Collaborated with cross-functional teams to align product design with business goals and user needs.

UNLEASHED TECHNOLOGIES | CREATIVE DIRECTOR

COLUMBIA, MD | MAY 2021 - MARCH 2022

- Directed creative strategy and visual design across B2B, B2C, and national association clients in fast-paced agency setting.
- Led UX workshops, branding, and design system development for enterprise web platforms.
- Managed projects from concept to launch in Agile environments for clients including The National Apartment Association, Silver Spring Bank, the Department of Retirement Services, and many more.

AMERICAN HOSPITAL ASSOCIATION | SNR. GRAPHIC DESIGNER & MGR. OF CREATIVE SERVICES

WASHINGTON, DC | APRIL 2019 - MAY 2021

GRAPHIC DESIGNER | SEPTEMBER 2016 - APRIL 2019

- Developed creative strategies and campaign materials for national health initiatives with measurable engagement results.
- Led design and production across editorial, digital, and print media, improving campaign reach and visual consistency.
- Championed accessibility standards and cross-departmental design best practices.

INTWINE MARKETING | GRAPHIC DESIGNER

SAN FRANCISCO, CA | JANUARY 2014 - AUGUST 2015

JUNIOR GRAPHIC DESIGNER | AUGUST 2012 - DECEMBER 2013

- Designed brand identities, packaging, and marketing materials for leading wine and spirits brands including Constellation Brands, E. & J. Gallo Winery, Folio Wine Partners, and many more.
- Executed data-informed creative strategies that increased brand visibility, engagement, and sales across digital and print.

LITTLE BLACK BAG | LEAD GRAPHIC DESIGN & PHOTOGRAPHY INTERN

LOS ANGELES, CA | NOVEMBER 2011 - JUNE 2012

volunteer

MASA | ENGLISH TEACHING FELLOWSHIP

BE'ER SHEVA, IL | SEPT 2015 - JUNE 2016

- Provided English instruction and supported local education initiatives through community-based cultural exchange programs for elementary students.