

# JORDANA SHERROD



## GRAPHIC DESIGNER

### EXPERTISE



LOGO DESIGN & BRAND DEVELOPMENT

UX/UI DESIGN & DEVELOPMENT

SOCIAL MEDIA MARKETING

ADVERTISING

PACKAGING

DIGITAL & PRINT COLLATERAL

AND MORE...

### SOFTWARE & SKILLS



#### ADOBE CREATIVE SUITE

Photoshop, Illustrator, InDesign, XD,  
Dreamweaver, After Effects

#### HTML/CSS

#### MICROSOFT OFFICE

#### ADDITIONAL SKILLS

Photography, Illustration, Typography,  
Animation, Copy Writing, Digital Strategy

### AWARDS



#### DOTCOMM GOLD AWARD

for Excellence in Web Creativity and Digital  
Communication - NAA Website - September 2022

#### PUBLIC AFFAIRS COUNCIL AWARD FOR COMMUNICATIONS

Protect the Heroes Campaign - January 2021

### EDUCATION



#### CSU NORTHRIDGE

Bachelor of Arts: Graphic Design & Photography  
Graduation with Honors: 2012



### ABOUT ME

For the past 12+ years, I have built my career in both full-time and freelance environments, exploring a variety of niche markets – helping to build local and international clientele, of all sizes, alike. I have found my passion in UX/UI, logo design/brand identity, and marketing.

I take pride in being flexible and taking the time to meet each brands' unique needs, finding innovative solutions so they can thrive within their respective industries.



### EXPERIENCE

#### INDEPENDENT SECURITY EVALUATORS • BALTIMORE, MD

Digital Product Designer  
March 2022 - Present

#### UNLEASHED TECHNOLOGIES • COLUMBIA, MD

Art Director  
May 2021 - March 2022

#### AMERICAN HOSPITAL ASSOCIATION • WASHINGTON, D.C.

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

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Graphic Designer  
September 2016 - April 2019

#### MASA TLALIM • BE'ER SHEVA, ISRAEL

English Teaching Fellow  
September 2015 - June 2016

#### INTWINE MARKETING • SAN FRANCISCO, CA

Graphic Designer  
August 2012 - August 2015

#### LITTLE BLACK BAG • LOS ANGELES, CA

Lead Graphic Design/Photography Intern  
November 2011 - June 2012



### FREELANCE CLIENTS

#### REGAINED SUPERGRAIN+

Packaging, digital marketing, advertising, stationary, and more

#### DOCTOR JARRET, PLLC.

UX/UI, logo design and brand identity, digital marketing, advertising, event branding, digital presentations, eBooks, and more

#### DISTRICT OF COLUMBIA HOSPITAL ASSOCIATION

Logo design, infographics, and marketing

#### THE V.L. FOUNDATION

Logo design and brand identity and digital marketing

#### BLACKGATE CUSTOMS

Logo design and brand identity

#### NYOO HEALTH

UX/UI, logo design and brand identity, marketing, stationary, advertising, content creation and consultation, and more

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