

# Jordana Sherrod

## GRAPHIC DESIGNER & DIGITAL STRATEGIST

### CONTACT

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

- National Apartment Association (NAA) Website

#### 2022 Center for Excellence Award

- Independent Security Evaluators, Q2 Leadership Recognition

#### 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+, The CW, Kingsmen Xperience, View Boston and many more
- Fuse the worlds of art and business to captivate worldwide audiences through expertise as a hybrid designer, marketer, strategist, and content creator
- Collaborate with media, strategy, and social experts to manage multiple campaigns, ensuring impactful ideas and visuals that inspire each brand.

#### SHERROD DESIGNS | GAITHERSBURG, MD

##### Graphic Designer and Digital Strategist | August 2015 - Present

- Collaborates on a diverse range of projects that showcase innovation, creativity and strategic expertise
- Completes discovery surveys and SOWs to solidify clients' respective timelines, budgetary needs and overall goals
- Delivers well researched and visually compelling designs that align with each brand's unique vision and objectives

#### 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
- Managed creative projects, enhancing brand awareness, activating new opportunities, fostering engagement, and optimizing web traffic and customer retention via continuous quality assurance testing.
- 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 Fellowship | September 2015 - June 2016

- Volunteer role dedicated to tutoring, focusing on improving language skills for English students in grades 3-6

#### 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