

Jordan B. Mathews

Designer | Art Director

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www.Jordanbmathews.com

EDUCATION

University of North
Carolina at Chapel Hill
B.A. Media and Journalism
Advertising concentration
Class of 2016

2017
Present **TRUNK CLUB, A NORDSTROM CO.**
Designer | Chicago, IL

As a member of the in-house creative team, I work with various departments across the company to develop seasonal advertising campaigns. I also established a team-wide system to streamline the creative process of one of the company's largest marketing initiatives, Featured Trunks.

SKILLS

Adobe Creative Suite
UI Design
UX Design
Sketch
Invision
Invision Studio
Prototyping
Wireframing
Information Architecture
Web Design
HTML and CSS
WordPress
Email Design
Art Direction
Adobe After Effects

2016 **FREELANCE**
Digital Art Director | Chicago, IL

I've worked with several companies across the country to design logos, websites, and various digital experiences. I created both mobile and desktop interfaces, and used tools such as Invision to present final designs to clients.

2016 **BRIGHTHOUSE, A BCG CO.**
Art Direction Intern | Atlanta, GA

Assigned to the 7 Up account, I was tasked with bringing the company's new value statement to life through a video, which is now an integral part of the company's corporate culture.

INTERESTS

Volleyball
Tennis
Architecture
Interior Design
Entrepreneurship
Chipotle

2015
2016 **UNC OFFICE OF ADMISSIONS**
Marketing Intern | Chapel Hill, NC

Tasked with revitalizing the Admission Office's marketing efforts, I created and published content to promote the university resulting in a 14% increase in applicants, the second largest yearly increase in 25 years.

2014 **SPONGECCELL**
Production Intern | New York City, NY

As a member of the Production team, I created interactive digital ads for clients such as Target and NASA, that included maps and live social media feeds.

