Andrew Jordan

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Summary

I'm a lead-level brand and visual designer with 10+ years shaping identities, systems, and campaigns across tech, startups, and global brands. I work best in that in-between space, still a hands-on IC, but comfortable setting direction, mentoring, and collaborating with agencies. I've scaled design systems, launched brand campaigns, and built motion-forward content that drives growth and visibility. My background spans brand, product, and storytelling, which makes me a generalist at heart, able to flex where needed but always anchoring on brand impact.

Experience

Verizon, Lead Visual & UX/UI Designer (Open-ended Contract)

New York City, March 2025 – Current

- **Cross-Brand Rebrands:** Shaping execution of rebrands across Visible, Tracfone, Simple Mobile, and Total Wireless in partnership with Publicis Sapient, ensuring consistent rollout across product and digital experiences.
- **System & Guideline Development:** Translating brand direction into scalable UX patterns and visual guidelines adaptable across multiple sub-brands.
- **Visible Rebrand Focus:** Guided design of Visible's rebrand across product and web, balancing usability with updated brand storytelling.
- **Team Collaboration:** Acting as a lead designer within the Verizon value brands group, working closely with product managers, engineers, and agencies to deliver aligned creative under tight deadlines.

Forge Global, Lead Visual & UX/UI Designer

San Francisco | NYC, CA October 2022 – December 2024

- **Strategic Brand Evolution:** Elevated Forge's digital presence through innovative design strategies, positioning the brand as a leader in private market solutions.
- **Website & Landing Page Design:** Directed the complete redesign of Forge's homepage and strategic landing pages, driving a 15% conversion rate uplift and attracting 5,000+ monthly new users through responsive and user-centric designs.
- **Interactive Data Visualization:** Revolutionized Private Market Update content by implementing interactive visual elements, resulting in 63,000+ unique engagements and a refreshed approach to content storytelling.
- **Integrated Video Campaigns:** Produced 40+ video assets, redefined video thumbnails to align with updated brand aesthetics, and streamlined platform migration from Vimeo to YouTube, enhancing audience accessibility and engagement.
- **Targeted Ad Campaigns:** Designed and executed high-impact LinkedIn advertising strategies, generating a 44% follower growth and amplifying Forge's presence in the investment community.
- **Collaborative Design Leadership:** Elevated Forge's digital presence through innovative design strategies, positioning the brand as a leader in private market solutions. Partnered with industry-leading agencies (Pentagram, Pixeldust) to shape creative direction while executing lean, in-house design work.

Platphorm LLC, Lead Brand & Visual Designer

San Francisco, CA February 2020 – October 2022

- **Brand Modernization:** Developed and refined comprehensive brand guidelines, elevating the visual identity of two flagship products to align with evolving market trends.
- **UX/UI Design Improvements:** Designed and implemented intuitive user flows and interfaces for the successful launch of Everclear, driving a seamless user experience from onboarding to engagement.
- **Ad Campaign Innovation:** Conceptualized and produced static and video ad assets for Facebook and Google UAC campaigns, optimizing performance and expanding customer reach.
- **App Store Optimization:** Managed app store presence, ensuring alignment with branding and maintaining timely updates for app version releases.
- **Full-Cycle Web Development:** Led wireframing to full production of Compatibility.com on WordPress, overseeing contract illustrators and coordinating with back-end developers to deliver a high-quality, responsive site.

UC Berkeley, Visual & Web Designer (Consultant)

Berkeley, CA July 2019 – February 2020

- **Campaign Design Leadership:** Directed wireframing and full implementation of a $6.0 billion campaign website for University Development, supporting strategic goals over a three-year period.
- **Brand Development:** Designed comprehensive brand guidelines to unify campaign messaging and ensure consistency across web and print platforms.
- **Digital Modernization:** Revitalized outdated university websites, transitioning them to current brand standards and enhancing user experience and accessibility.
- **Email Marketing Strategy:** Managed Salesforce Marketing Cloud email campaigns, producing newsletters, event promotions, and outreach materials to increase engagement.
- **Event Design:** Delivered high-quality print assets, including banners, invitations, and event collateral, aligning with campaign objectives and visual identity.

Verkada, Lead Visual & Brand Designer (Consultant)

San Mateo, CA August 2018 – June 2019

- **Website Development Leadership:** Designed and launched modern, responsive websites, coordinating seamlessly with an external agency to ensure efficient back-end development and deployment.
- **Event Branding Innovation:** Modernized print collateral, mailers, and booth designs, creating impactful experiences for national events and strengthening brand presence.
- **Performance-Driven Advertising:** Produced 100+ digital ad assets across Facebook, Google, and Instagram, contributing directly to a $15M+ increase in the marketing pipeline.
- **Cross-Media Asset Management:** Directed production of high-quality assets by third-party agencies, overseeing deliverables across print, packaging, branding, web development, photography, and video to ensure alignment with brand standards.

Nagra, Visual & Design Systems Designer (Consultant)

San Francisco, CA January 2018 –August 2018

- **Global Style Guide Development**: Created and maintained a comprehensive global style guide across diverse product platforms, including iOS, Android, set-top boxes, desktop, and web applications, ensuring cohesive branding and user experience.
- **Product Feature Design**: Designed and wireframed innovative features for Nagra's OpenTV Suite ION, enhancing usability and aligning with user needs.
- **Development Collaboration**: Produced detailed redlining documentation to guide development teams in implementing new product features with precision.
- **Presentation and Marketing**: Established presentation standards and developed marketing collateral, streamlining communication and promoting product adoption.
- **User Testing & Insights**: Collected and analyzed user field test data, contributing to iterative improvements and user-centric product development.

Epsilon, Art Director (Google via Epsilon)

San Francisco, CA February 2016 – January 2018

- **End-to-End Campaign Execution**: Designed frame-by-frame creative assets for email campaigns, seamlessly integrating corresponding website and landing page designs to ensure cohesive user experiences.
- **Strategic Campaign Leadership**: Delivered innovative design solutions for major Google platforms, including Google Home, YouTube, Google Partners, and Google My Business, driving engagement and platform adoption.
- **Pixel-Perfect Production**: Produced precise web and email designs alongside print and direct mail campaigns, maintaining exacting standards for brand consistency and quality.
- **Cross-Industry Creative Expertise**: Collaborated with scrum teams to pitch and execute brand concepts for clients such as Del Monte, Gold's Gym, San Diego Zoo, and 24-Hour Fitness.
- **Team Development & Standards**: Onboarded new hires and enforced brand standards across studio production teams, fostering a culture of excellence and innovation.

Salesforce, Visual Designer

San Francisco, CA October 2014 – February 2016

- **Template Design Leadership**: Developed global print and web templates for Salesforce University, establishing scalable frameworks that streamlined branding across materials.
- **Compelling Promotional Materials**: Designed high-impact ads, brochures, and event promotions, driving a 20% increase in course sign-ups through visually engaging and on-brand campaigns.
- **Brand Guideline Implementation**: Updated all marketing assets to reflect revised brand guidelines, ensuring consistency and alignment with Salesforce's evolving visual identity.
- **Cross-Platform Design Expertise**: Created email templates optimized for landing pages and social media, enhancing user engagement and campaign reach.
- **Collaborative Execution**: Partnered with cross-functional teams to fulfill design requests, delivering innovative and polished materials aligned with project goals.

Freelance

Visual & Brand Designer August 2012 - Current

Various design roles and support ranging from print, web, digital, environmental, and package design. Companies I've contracted for:

- Intel
- Oracle
- Evolution Bureau
- CoreMedia AG
- The Kenwood Group
- Foundation Productions
- California Closets
- Sportsmark Entertainment
- Vitaclay Slow Cooking
- Pivot Learning Partners
- Pankow

Skills

Design Tools	Development Tools	Video & Animation	Methodologies	Leadership & Collaboration
• Adobe Creative Suite	• WordPress	• Final Cut Pro	• Human-centered design	• Team mentorship
• Figma	• Jira	• After Effects	• Rapid prototyping	• Cross-functional collaboration
• Sketch App	• HTML/CSS	• Autodesk Maya	• Cross-platform design	• Stakeholder communication
• Miro				

Education

The Art Institute of California – SF
Bachelor of Science, Graphic Design

College of the Canyons – Santa Clarita
Coursework in Psychology 05'—07'