



JORDAN ADAMO

GRAPHIC DESIGNER

CONTACT



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LOCATION:

Austin, TX

SKILLS

PROFESSIONAL

- Graphic Design
- Packaging
- Branding
- Creative Marketing
- Social Media Graphics
- Web Design
- Wire Framing
- Photography
- Typography
- Problem Solving

TOOLS

- InDesign
- Photoshop
- Illustrator
- After Effects
- Premier Pro
- Figma
- WordPress
- Smartsheet

EDUCATION

TEXAS TECH UNIVERSITY

BFA in Graphic Design
2015 - 2019 | Lubbock, TX

WESTWOOD HIGH SCHOOL

2011 - 2015 | Austin, TX

EXPERIENCE

SHAKEWELL CREATIVE

Lead Graphic Designer | 2021 - 2024

- Crafted diverse designs spanning packaging, branding, publication design, social media, and web design
- Ensured the preservation of brand identity through the creation and updating of artwork based on brand guidelines
- Created guidelines for how logos and other branding materials should be displayed and used
- Assisted in design decisions, including layouts, fonts, and colors, for all client and company content
- Collaborated with the creative team to conceive innovative strategies that deliver impactful results
- Expanded on skills in UI/UX design, CSS, HTML, wireframing, and mock-ups to enhance digital design capabilities

TRUVIDA PETS / MB NUTRITIONAL SCIENCES

Lead Graphic Designer & Marketing Manager | 2019 - 2021

- Redesigned Truvida's E-commerce site
- Created social media content and other marketing material
- Marketed Truvida products to retail partners
- Redesigned MB Nutritional Sciences' website
- Designed brochures, a sales training booklet, and nutrition labels for all products

SMART CITY POLICY GROUP

Freelance Graphic Designer | 2018 - 2021

Designed layouts and custom graphics for business conference announcements, including events in Austin and Prague, centered on short-term rentals (Airbnb) and local compliance.

HAHN PUBLIC

Graphic Design Internship | Summer of 2018

Managed client projects independently and collaborated on revisions with team members for clients like Whataburger, Oklahoma Natural Gas, Texas Beef Council, and Student Success Strike Force.