



# JORDAN ADAMO

GRAPHIC DESIGNER

## CONTACT



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**PORTFOLIO WEBSITE:**

jordanadamodesigns.com



**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

## EXPERIENCE

### FREELANCE GRAPHIC DESIGNER

McLane Company | 2024 - 2025

- Design branded graphics for print and digital platforms, including posters, banners, ads, emails, and publications
- Develop print and digital assets, such as booklets, flyers, and event collateral, ensuring alignment with brand standards
- Maintain brand consistency across all marketing materials, upholding visual cohesion and brand guidelines

### LEAD GRAPHIC DESIGNER

Shakewell Creative | 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

### LEAD GRAPHIC DESIGNER & MARKETING MANAGER

Truvida Pets / MB Nutritional Sciences | 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

### FREELANCE GRAPHIC DESIGNER

Smart City Policy Group | 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.

### GRAPHIC DESIGN INTERNSHIP

Hahn Public | 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.