

Robert Jordan

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Objective

An experienced Creative Art Director and Designer with +15 years experience, I specialize in lifestyle products and experiences. With a rich background in creative direction, graphic design, and project, I excel at defining vision, rallying teams, and achieving goals for agencies as well as independent organizations. Crafting brand identities and marketing assets is my forte, using design to amplify brand awareness. My expertise extends to 360-degree brand activation, covering branding, packaging, spatial, and digital design. I thrive under pressure, adapting to changing conditions while prioritizing client satisfaction throughout the project lifecycle. I have a strong entrepreneurial spirit as demonstrated by the creation of my own design company, 808 designs, and have launched signature artists collections with international brands.

Skills

MANAGEMENT

- Design Strategy & Concept Development
- Ideation & Whiteboarding
- Budget & Resource Allocation
- Cross-functional Collaboration
- Project & Vendor Management
- Production Planning & Oversight

CREATIVE

- Digital & physical product concepting
- Hand Sketching & Lettering
- Illustrations & Surface Designs
- Domestic & International Manufacturing
- Key Art & Typography
- Social Media Content Creation

TECHNICAL & TOOLS

- Adobe Creative Cloud
- Figma
- MS Office Suite
- Motion Graphics
- Presentation Design
- Wireframing, UX/UI, HTML

Experience

FOUNDER / CREATIVE DIRECTION

FACTORY 808 DESIGNS, *independent design company*

01/2014 - Current
Brooklyn, NY

- Built design company to directly engage with diverse clients across hospitality, fashion, technology and sports; oversee cross-functional teams upward of 50 personnel including creatives, contractors, vendors, and artists
- Led end-to-end design execution by defining brand strategy, identifying creative needs and offering comprehensive solutions across branding, products, packaging and messaging to achieve unique business objectives tailored to each client; engaged 50+ clients during 10 years in operation
- Developed branding and produced 100+ digital and print assets for the NFL's inaugural game in Mexico City, Mexico
- Designed and oversaw manufacturing of bags and accessories for up to 500,000 units to be sold at Walmart
- Created all graphics and illustrations for 2,000 Blue Bikes in New Orleans, branded for partnership with Blue Cross Blue Shield
- Founder of PKRD, small batch hand crafted snowboard gear utilizing sustainable and innovative practices.

ART DIRECTION / BRAND DESIGNER

BOSTON YACHT

01/2018 - Current
Boston, MA

- Implemented a new brand strategy for a 75-year-old yacht sales company with visibility around the globe.
- Design the logo, refine visual language, and determine graphic style of print and digital materials
- Build a comprehensive graphics and media library to be used across all channels
- Work with developers on brand consistency on website with 30k monthly visitors
- Design and produce all tradeshow materials including all 2D & 3D assets
- Create on the dock experiences at the Miami International Boat Show and Newport Boat Show
- Oversee creation of digital marketing materials such as social media contents and e-mail campaigns.

ART DIRECTION / BRAND DESIGNER

HAZY HILL FARM

01/2017 - Current
Portland, ME

- Develop, create, and manage the brand vision from conception through completion on behalf of this legal cannabis producer
- Oversee the creation of all assets, packaging supply chain, merchandise, and retail store development
- Design hand-drawn original artwork and create files for production both internally and OOH
- Ensure all digital and print marketing materials meet local, state, and FDA regulations
- Source domestic and international vendors and ensure supply chain adheres to budgets and timelines
- Guide the execution of child-resistant packaging as well as legal requirements for an array of cannabis products
- Concept and design for multiple retail locations including displays, artwork, and construction oversight
- Overall design of a licensed retail farm dispensary now surpassing \$10 million in sales annually.

ART DIRECTION / DESIGNER
EMPORIUM DESIGN

01/2014 - 01/2020
New York, NY

- Collaborated with executives from various industries, assessed preferences, and conceptualized designs for architectural spaces
 - Factored in a unique concept, user experience, and workflow while creating designs
 - Incorporate the strategic vision of the brand into interior and exterior of each space
 - Produced collateral materials and worked with vendors to produce items such as signage, artwork, wallpaper, and digital assets
 - Concepted the interior of many New York City restaurants from small pop-ups to 4000sq locations
- Locations included: North River Lobster Company, Elgin NYC, Boulton & Watt, and Forrest Point, among others.

ART DIRECTION / DESIGNER
YAHOO

01/2017
New York, NY

- Engaged with C-Suite professionals including the CEO and executed comprehensive special projects
- Focused efforts on internal initiatives for new, innovative digital products subsequently preloaded on Verizon phones
- Exhibited the ability to create and handle highly confidential material
- Created UX/UI mock-ups for digital product concepts and development

ART DIRECTION / DESIGNER
NFL

01/2017
New York, NY

- Retained by the NFL to develop branding for the inaugural game in Mexico City, Mexico
- Created comprehensive design campaign for surface designs, broadcast graphics, website content, and environmental graphics
- Assets were broadcast on a global scale and became representative of the league's international push for global awareness
- Credited with creating the city-wide Fan Fest campaign for a city with 9 million people
- Produced key art and assets for 100+ digital and print vendors around the globe.

SENIOR GRAPHIC DESIGNER
KENNETH COLE

01/2011 - 01/2014
New York, NY

- Leveraged design intellect to create a new brand identity and logo for the Kenneth Cole brand
- Executed special projects working alongside and specifically for the founder Kenneth Cole
- Generated assets for charitable causes including amfAR, Hurricane Sandy Relief, and equal rights campaigns
- Handcrafted designs and custom products for special events such as New York Fashion Week
- Generated men's and women's graphics and textile designs utilized for the Kenneth Cole and Reaction lines

GRAPHIC DESIGNER
A/X ARMANI EXCHANGE

01/2010 - 01/2011
New York, NY

- Combined the corporate identity with forward-thinking design trends for men's and women's graphics
- Offered technical expertise on prototypes to ensure quality with distinctive design and trim techniques
- Liaised with international manufacturers and production teams via data management software
- Constructed expansive graphics libraries and updated data sheets for seasonal artwork.

Additional Experience

Nike, Graphic Designer (Contract), New York, NY, 2010 – 2011

The Betesh Group, Product Designer & Graphic Designer, New York, NY, 2008 – 2010

Maine Island Furniture, Production Assistant, Long Island, ME, 2003 – 2006

Education and Training

Maine College of Art - Portland, ME | Bachelor of Fine Arts - Graphic Design 2000 – 2002

Maine Summer Institute in Graphic Design - Portland, ME 2001 & 2002

Hartwick College - Oneota, NY 1998 – 1999

Interests

- **STOKED.org** - Snowboard Mentor & Coach. Empowering youth through action sports
- 35 year veteran snowboarder and avid woodworker.

Key Clients

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|-----------------|----------------------------|------------------|---------------------------|
| • Pepsi | • Udonis Haslem | • Sid Lee | • North River Lobster Co. |
| • JUMP Bicycles | • Footlocker | • Lumina PR | • MWNY Packaging |
| • MAC Cosmetics | • North River Lobster Co. | • Boulton & Watt | • High Peak Cannabis |
| • Lowes | • Zach Field Drums & Music | • Persona SF | • Close To Home VT |

Portfolio

www.808designs.com/portfoliodownload