

Robert Jordan

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PROFILE

Art Director and Senior Designer with 15+ years spanning luxury fashion houses, global sports leagues, and independent brand building — from Armani Exchange and Kenneth Cole to the NFL, MAC Cosmetics, Pepsi, and Walmart. I build brand systems that hold across every touchpoint: identity, packaging, campaigns, digital, and environmental. Recently completed a full brand identity for GLO by MESHMAP (AR technology) with AI driving every stage — from ideation through final assets. Currently focused on brand identity, packaging, and campaign design for CPG, beauty, food & beverage, and lifestyle brands.

SKILLS

Brand & Design: Art direction · Brand identity · Brand guidelines · Packaging design · Typography · Logo design · Visual identity systems

Campaigns & Social: Full-season social campaigns · Content strategy · Campaign management · Multi-channel marketing · Social media design

Digital & UX: UX/UI · Wireframing · E-commerce · Design systems · Augmented reality · Responsive web · Motion graphics

Production: FDA-compliant labeling · CPG packaging · Tech packs · Vendor relations · Domestic & international manufacturing · Supply chain management

AI & Tools: Midjourney · Firefly · Gemini · Claude · Adobe Creative Suite · Figma · HTML/CSS · InVision · Prototyping

Leadership: Creative direction · Brand strategy · Cross-functional team leadership · Project management · Budget & resource management

EXPERIENCE

Founder / Art Director | Factory 808 Designs

Brooklyn, NY | 2014 – Present

- Led brand identity, packaging, e-commerce, and campaign design for 50+ clients across CPG, food & beverage, beauty, tech, sports, and hospitality — managing cross-functional teams of up to 50 from strategy through production.
- Completed a full brand identity for GLO by MESHMAP (AR technology) with AI driving every stage — from ideation through final asset production — bringing fluency in AI-assisted creative workflows.
- Directed full-season social campaigns for clients including Carrabba's Italian Grill across Facebook, Instagram, and email — building seasonal content systems and brand guidelines reaching 100,000+ followers.
- Navigated FDA-compliant labeling and small-format CPG packaging for food, beverage, beauty, and cannabis; managed domestic and international vendors to ensure designs are buildable at scale.
- Produced 100+ assets for the NFL's inaugural Mexico City game; oversaw 500,000 units of products sold at Walmart; designed graphics for 2,000 Blue Bikes in New Orleans for Blue Cross Blue Shield.

Art Director / Product Designer | Boston Yacht

Boston, MA | 2018 – 2025

- Directed full rebrand of a 75-year-old global company: brand guidelines, responsive website, environmental graphics, and full tradeshow presence — including 2D & 3D assets, signage, displays, and on-dock experiential design for the Miami International Boat Show and Newport Boat Show.
- Executed full-season social campaigns and email marketing across Instagram, Facebook, and LinkedIn, maintaining consistent brand voice and visual system across all channels.

Art Director / Brand Designer | Hazy Hill Farm

Portland, ME | 2017 – 2025

- Built a complete 360° brand ecosystem — packaging, website, e-commerce, social campaigns, and in-store experience — for a cannabis producer now surpassing \$10M in annual revenue.
- Ensured all packaging met FDA and state regulatory requirements including child-resistant standards; managed domestic and international vendor supply chain from design handoff through final production.

Art Director / Designer | Yahoo (Contract)

New York, NY | 2017

- Engaged directly with C-Suite including the CEO on confidential special projects; created UX/UI mock-ups for innovative digital products subsequently preloaded on Verizon phones.

Art Director / Designer | NFL (Contract)

New York, NY | 2017

- Developed the complete design campaign for the NFL's inaugural international game in Mexico City — surface designs, broadcast graphics, website content, and environmental graphics distributed globally.
- Created the city-wide Fan Fest campaign for a city of 9 million people; produced key art for 100+ digital and print vendors worldwide.

Art Director / Designer | Emporium Design

New York, NY | 2014 – 2020

- Concepted brand and environmental experiences for NYC hospitality clients — North River Lobster Co., Elgin NYC, Boulton & Watt, Forrest Point — from pop-ups to 4,000 sq ft spaces; produced signage, artwork, wallpaper, and digital assets in collaboration with architects and developers.

Senior Graphic Designer | Kenneth Cole

New York, NY | 2011 – 2014

- Redesigned the brand identity and logo for Kenneth Cole — work that reached a global fashion audience — and executed high-priority special projects directly for the founder.
- Designed campaign art for New York Fashion Week, amfAR, Hurricane Sandy Relief, and equal rights initiatives; created men's and women's graphics across the Kenneth Cole and Reaction lines.

Graphic Designer | A|X Armani Exchange

New York, NY | 2010 – 2011

- Designed men's and women's graphics and textile patterns; liaised with international manufacturers on prototypes, production specs, and quality standards.

Graphic Designer | Nike (Contract)

New York, NY | 2010 – 2011

- Created seasonal graphics coinciding with Wimbledon and the 2012 London Olympics — delivering time-sensitive campaign assets for one of the world's most recognized global brands.

Product Designer / Graphic Designer | The Betesh Group

New York, NY | 2008 – 2010

- Designed products and accessories with runs of up to 500,000 units; managed overseas production including on-site factory visits to oversee quality, manufacturing specs, and design integrity.

KEY CLIENTS

NFL · MAC Cosmetics · Kenneth Cole · A|X Armani Exchange · Nike · Pepsi · Yahoo · Walmart · Blue Cross Blue Shield · Carrabba's Italian Grill · Footlocker · JUMP Bicycles · Udonis Haslem · Boston Yacht · Sid Lee · MWNY Packaging

EDUCATION

Maine College of Art, Portland, ME — BFA, Graphic Design (2000–2002)

Maine Summer Institute in Graphic Design, Portland, ME (2001–2002)

Hartwick College, Oneonta, NY (1998–1999)

INTERESTS

Mentor at STOKED.org — empowering youth through action sports.

Cancer Survivor and Cancer Mentor

37-year veteran snowboarder and avid woodworker.

PORTFOLIO

www.808designs.com/portfoliodownload