



# JORDAN MACKENZIE

GRAPHIC DESIGN.  
ADVERTISING.  
USER EXPERIENCE.

Experienced creative strategist passionate about typography, print design, and a refined color palette. Proficient at conveying messages through innovative thinking and effective communication.

## **SKILLS**

Adobe Creative Cloud  
InDesign  
Illustrator  
Photoshop  
After Effects  
XD  
Type Design  
Print Design  
Web Design  
Brand Development  
Social Media Management  
Editorial Design  
Package Design  
Illustration  
Digital Advertising  
Advertising Strategy  
Marketing  
Photography

## **HONORS**

### **Educational**

Kent State Juried Show  
Kent State Export BFA Show  
International Society of Typographic  
Designers Merit Award

### **Military**

Good Conduct Medal  
Joint Service Commendation Medal  
Armed Forces Service Medal  
Military Outstanding Volunteer  
Service Medal

## **EDUCATION**

### **Kent State University**

2015 – 2019  
BFA in Visual Communication Design  
Minor in User Experience  
Minor in Advertising

### **Lakeland Community College**

2013 – 2015  
Associate of Arts

## **CONTACT**

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## **WORK EXPERIENCE**

### **Cleveland Menu - 10/2023 – Present**

#### *Graphic Designer | Cleveland, Ohio*

- Responsible for creating and executing new design concepts across multiple menu platforms for various restaurants, hotels and resorts, while maintaining a cohesive and professional visual identity.
- Performs extensive typesetting for full menu designs, booklets and digital layouts.
- Effectively manages multiple design projects simultaneously, while communicating with clients and stakeholders to understand their branding, vision, and menu requirements, ensuring projects meet tight deadlines and maintain a high standard of quality.
- Collaborates with cross-functional teams, including the sales and printing press departments to guarantee the final deliverables of the project are executed properly, meet all requirements from the client and are within the timelines that were provided.

### **United States Military - 04/2016 – Present**

#### *Air Force Reserves | Youngstown, Ohio | 07/2023–Present*

- Staff Sergeant within the Air Force Reserves, overseeing multifaceted responsibilities within the Personnel department, encompassing promotions, contract matters, retirements, benefits, and the comprehensive welfare of soldiers.

#### *Ohio Army National Guard | Toledo, Ohio | 4/2016–04/2023*

- Displayed effective leadership to cohesive teams under high-pressure scenarios to meet objectives within set timelines, exemplifying exceptional collaboration, and goal attainment.
- Assumed a leadership role as Unit Public Affairs Representative during a year long deployment, overseeing visual content creation and curation, while managing the unit's digital presence.
- Consistently maintained a high level performance, upheld certifications required for job proficiency, and thrived in group environments for mission success.

### **New Bomb Design - 08/2019 – 09/2023**

#### *Graphic Designer | Cleveland, Ohio*

- Collaboratively fulfilled diverse design requisites, including websites, logos, branding collateral, packaging, signage, brochures, and other marketing materials.
- Proficiently managed concurrent projects, ensuring on-time delivery while preserving brand identity coherence.
- Demonstrates mastery in creating impactful design solutions, establishing production timelines, and delivering polished, visually compelling materials while maintaining industry-leading standards.

### **American Greetings - 09/2022 – 1/2023**

#### *Freelance Graphic Designer | Westlake, Ohio*

- Played an instrumental role in the success of Marketing and Production departments by delivering comprehensive design solutions for American Greetings and Papyrus pages on the Amazon online store platform.
- Displayed a keen eye for innovation and strategic thinking by leading the conceptualization for upcoming holiday campaigns, thereby amplifying brand visibility through the creation of compelling digital marketing materials.
- Demonstrated an unwavering commitment to excellence through the meticulous production of print materials, consistently upholding the brand's standards and enhancing its visual identity across an array of projects.