

Jordan Roland

BROOKLYN, NEW YORK
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SHUTTERSTOCK

SENIOR ART DIRECTION
MARCH 2012-PRESENT

Built brand consistency for corporate re-brand across three sub-brands, and three company acquisitions.

Executed trade show and event design, marketing collateral (print & digital), email, blogging platforms, print advertisements, and digital distribution.

Responsible for hiring and building out a team of in-house designers. Manages individual designers growth while also overseeing internal design internship program.

Leads art direction & design for 5 company blogs that produce content in 5 different languages.

Created multiple award-winning digital marketing campaigns and worked with marketing leadership to grow a new marketing platform that has since generated millions in revenue through Shutterstock's content marketing network.

Develops and Art Directs international infographic series. This series incorporates data analysis, trend forecasting, UX/UI design, Art Direction and is a huge provider of SEO back links and organic traffic to the company.

SELTZER GOODS

LEAD DESIGNER
JANUARY 2010-MARCH 2012

Owned all aspects of design across suite of products. This included POP-Displays, product packaging, wholesale catalogues, site development and design, and product concept and design (pens, notebooks, jewelry, greeting cards, and other forms of stationery).

Designed signage for trade shows and events, and marketing collateral for in-store displays.

DEUTSCH NY

FREELANCE JUNIOR
ART DIRECTOR
JANUARY 2007-JULY 2008

Worked across a wide variety of clients and industries including IKEA, Tylenol, Virgin Records, Starwood Hotels and the United Services Automobile Association (USAA).

Responsible for concepting, storyboarding and designing marketing campaigns as well as out-of-home advertising.

Helped strategize and implement a company-wide Tylenol logo rebrand and new national advertising campaign launch, which included all Tylenol sub-brands.

EDUCATION

Fashion Institute of Technology
August 2004-May 2008
New York, NY

Bachelors in Graphic Design

PROGRAMS

Adobe Creative Suite
After Effects
Sketch

SKILLS

Art Direction
E-Commerce
Events/Tradeshows
Packaging Design
Branding
Strategy
Partnerships
Video Scripts / Storyboards
Branded Content Creation
UX Design
Illustration
Extensive Pop Culture Knowledge
Strong Conceptual Skills
Brainstorm addict

AFFILIATIONS

Member of AIGA
Member of the Art Directors Club

AWARDS

American Graphic
Design Award:
ModMen

American Graphic
Design Award:
Oscar Pop

AFTER HOURS

Silkscreens Custom shirts
Illustrates for various art galleries
Writes design think pieces
Attends as many live concerts as possible.
Draws & Designs band merchandise
Obsessively collects vintage movie posters