

# Jordan Parker

GRAPHIC DESIGNER

## Experience

### Executive Assistant to Vice President / Burnham Co.

June 2022-Feb 2025 / North Conway, NH

- ◆ Directed daily operations and administrative functions including proposal and invoice preparation, created meeting materials, and managed expense reports.
- ◆ Developed user flow for company website and revamped content including description of services, company values, and mission statement.
- ◆ Orchestrated complex calendars and prioritize appointments, deadlines, and client meetings to maximize operational efficiency.

### Senior Administrative Assistant | Brightmark

May 2019-April 2022 | San Francisco, CA

- ◆ Spearheaded the organization of a major event adhering to an \$80K budget, increasing engagement and collaborative culture by 35%.
- ◆ Orchestrated a team-building competition that resulted in a 27% increase in cross-functional collaboration and a greater understanding of company
- ◆ Directed the large-scale distribution of 100+ participation awards, increasing employee satisfaction by 42%.

## Projects

### Graphic Design

Brightmark | Culture Team Graphics | 2022

- ◆ Designed eight original graphic concepts using a five-color limit for print production. Converted artwork to Pantone specifications and collaborated closely with vendor to produce over 100 custom T-shirts.

### Copywriting and Branding

Lofti | Brandbook | 2021

- ◆ Authored a comprehensive brand book for *Lofti*, a conceptual rebrand of MySpace, into an interactive social media platform featuring customizable
- ◆ Designed logo and overall brand identity for Lofti using a strategic branding process that includes research of key words and imagery, ideation, sketching,

### UX/UI Design

Womple | Travel Planner | 2021

- ◆ Designed travel planning app with emphasis on cultural awareness. Researched budget considerations and target age demographics. Prioritized key travel motivations including adventure, personal growth, and historical context.
- ◆ Developed user flow and personas, in addition to logo and overall brand identity, wireframes and UX/UI designs.

[beezus.space](http://beezus.space)

[linkedin.com/in/jordanparker](https://linkedin.com/in/jordanparker)

(978) 888•1826

[beezus.space@gmail.com](mailto:beezus.space@gmail.com)

## Profile

Driven professional seeking a job as a Graphic Designer with a natural ability to lead and strong will to learn. Recognized for initiating cross-functional collaboration and working closely with executives.

## Skills

### Design | Copywriting

Adobe Creative Suite

Figma

HTML and CSS

Prototyping

Copywriting

SEO Strategies

### Project Management

Microsoft Office

Event Planning/Coordination

Calendar Management

Computer Proficiency

Expense Reporting

### Interpersonal

Confidentiality and Discretion

Problem-Solving

Team Building and Leadership

Adaptability

Emotional Intelligence

Verbal/Written Communication

## Certifications

Executive Assistant | Udemy