



CREATIVE DIRECTOR / DESIGNER with a track record of success in both agencies and in-house. **OVER 13 YEARS OF EXPERIENCE** leading teams through the creative process. Working closely with executives, designers, production crews, and vendors to develop and execute national campaigns for a diverse range of industries spanning **TECHNOLOGY, GAMING, PRODUCT DEVELOPMENT, WEB3, CANNABIS, TEQUILA, CPG, AND MORE.**

2014-2015 **MASTERS IN STRATEGIC LEADERSHIP**
JOHNSON UNIVERSITY

CORE PRODUCT - HEAD OF CREATIVE // GAME7 - 2023-PRESENT

PRESENT



As the Head of Creative for Game7 - I've worked to shape the creative vision for the future of Tech, Venture Funding, Gaming, and decentralized protocols in the Web3 space. I've led the visual design and all branding efforts for their product launches and have been an integral part of their product team. I've helped launched multiple different products under the Game7 family with full brand creative direction, story narrative, web design, and marketing efforts, including leading the efforts on their full scale Token Generation Event.



BRAND DESIGNER // OPENSEA - 2025-PRESENT

PRESENT

I'm leading the revamped brand design through their OS2 launch and beyond. I'm helping structure their design flow, and bring technicality to their design process by working alongside of the CEO and Director of Marketing.



CREATIVE DIRECTOR // BECORE - 2020-2024

As Creative Director, I've led international campaigns for top brands like Nike, The Masters, Redbull, MLB, MLS, NBA, Starbucks, Southwest Airlines, Land Rover, Burger King, and more. From ideation to production, I've driven the creative vision, art direction, and design for national campaigns, guiding teams of all sizes and presenting high-level work to Fortune 500 leadership.



SENIOR ART DIRECTOR // UPBRAND - 2021-2023

As Senior Art Director at Upbrand, I've led visual storytelling for brands like Dos Primos Tequila, St. Brendan's Irish Cream, and Parents as Teachers. I collaborate closely with a talented team to shape creative strategy and deliver results-driven campaigns. My expertise spans commercial production, branding, UX/UI, and emerging tech to push creative boundaries.



DESIGN LEAD // EXPERIENCE FRESH - 2016-2021

As the Design Lead at Experience Fresh, I've led national campaigns for brands like Rawlings, SKIPV, Signify Wealth, and Arch Grants, guided design direction, and ran branding workshops for top-tier clients.



2014-2018 // LEAD DESIGNER // THE JOURNEY

Good design is intentional - not just pretty to look at.

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