

# Jordan Smith

graphic designer

(904) 735-6560 | [jsbluerabbit@gmail.com](mailto:jsbluerabbit@gmail.com) | Auburn, AL | [www.bluerabbitdesign.com](http://www.bluerabbitdesign.com)

Creative and detail-oriented graphic designer with over 10 years of experience. Proven ability to lead design projects, mentor junior designers, and create compelling visual content across print, digital, and video platforms. Adept at collaborating with cross-functional teams and managing vendor relationships.

## Professional experience

SOUTHEASTERN GROCERS, Jacksonville, FL

**Senior Designer** | May 2023 – Present

- Manage, design, and develop video projects with visually engaging motion graphics to captivate target audiences.
- Lead teams of 1 to 2 junior designers providing mentorship on design, processes, and brand consistency.
- Leading studio concept presenter for companywide marketing meetings.
- Prolific idea generator during brainstorming sessions with multidisciplinary teams.
- Collaborate with other departments/external vendors to optimize clarity and quality of marketing materials.

**Graphic Designer** | September 2017 – May 2022

- Managed diverse design projects including digital assets such as web banners, monitor displays, and icons.
- Acted as the primary contact for digital service vendors ensuring strong relationships.

**Junior Graphic Designer** | August 2016 – September 2017

- Designed and finalized layouts for grocery circular ads, ensuring accurate and timely releases.

BLUE BRIDGE PRODUCTIONS, Jacksonville, FL

**Freelance Motion Designer** | September 2015 – August 2016

- Delivered creative services including concept design, graphics creation, video editing footage and animations.
- Served as a Production Assistant on commercial sets.

## Education

JACKSONVILLE UNIVERSITY, Jacksonville, FL

**Bachelor of Fine Arts in Graphic Design** | Minor in Film | May 2014

## Skills

SOFTWARE | Adobe Illustrator, After Effects, InDesign, Premiere Pro, Animator, Photoshop, and Figma.

CREATIVE | Storytelling, sketching, performance, presenting, voice and traditional acting.

## Certificates

INTERACTION DESIGN FOUNDATION

- *Design Thinking: The Ultimate Guide* | Top 10% in class | February 2023
- *User Experience: The Beginner's Guide* | Best in class | August 2022