

# Jordan Smith

Motion Graphic Designer | Jacksonville, FL & Atlanta, GA

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Creative and detail-oriented motion and graphic designer with over 10 years of experience. Proven ability to lead design projects from concept to execution, mentor junior designers, and create compelling visual content across video, digital, and print platforms. Proficient in animation, editing and storytelling. Extensive knowledge of design principles including typography, color theory, composition, and visual hierarchy. Adept at collaborating with cross-functional teams and managing vendor relationships.

## Professional experience

SOUTHEASTERN GROCERS, Jacksonville, FL

**Senior Designer** | May 2023 – Feb 2026

- Manage, design, storyboard and execute multiple ad projects simultaneously, delivering visually engaging motion graphics to captivate target audiences across platforms (video, social media, signs and in-house).
- Lead teams of 1 to 2 junior designers providing mentorship on design, processes, and brand consistency. Ensuring timely and accurate execution of an array of printed/digital ads.
- 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 2023

- Managed diverse design projects including monitor displays, internal company videos and in-store flyers.
- Built assets for promotional campaigns consisting of display signage, flyers, web and email banners
- Acted as the primary contact for digital service vendors ensuring strong relationships and communication.

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

- Designed and finalized layouts for grocery 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 and Photoshop.  
Figma and Microsoft Copilot.

CREATIVE | Storytelling, sketching, performance, presentation, communication, 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