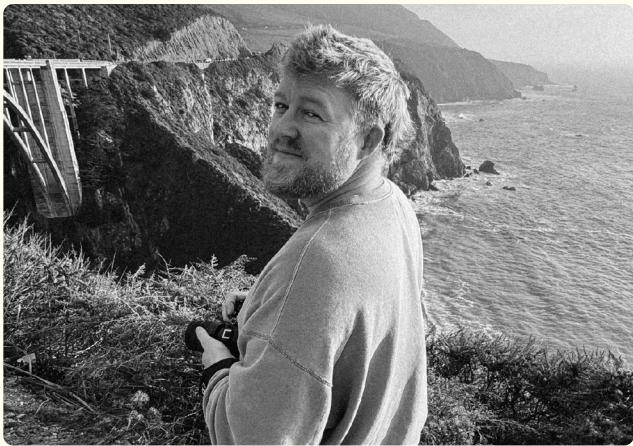


Jordan Winn is a multidisciplinary designer and creative director with 20+ years of experience creating identities, digital experiences, campaigns, print publications, and packaging. Deeply interested in building distinct visual worlds shaped by art, culture, and nostalgia. Equally comfortable developing creative direction, designing details, and bringing finished work to life. An independent thinker with a disciplined process and a curiosity for emerging creative technologies.



Jordan Winn

405-338-8889 jordan@labordivision.com labordivision.com linkedin.com/in/jordanwinn

Experience

- LABOR DIVISION**
Founder & Creative Director
2021–Present

 - * Founded an independent creative studio serving 97 clients across tech, education, civic initiatives, and consumer brands.
 - * Designed identities, visual systems, campaigns, print publications, and websites through a carefully structured process of discovery, concepting, refinement, and copywriting, staying hands-on from concept through launch.
 - * Built and mentored a multidisciplinary team of eight employees over the studio's history, guiding creative direction and fostering a culture of thoughtful collaboration.
- FIGGUMS**
Founder & Creative Director
May 2024–Present

 - * Built an independent online art brand generating \$290k+ in revenue and 4,500+ sales from 350+ original artworks.
 - * Developed custom production tools using Claude and Terminal automation, reducing 30–40-hour workflows to two hours.
- GITWIT**
Interactive Art Director
Jan 2016–Aug 2021

 - * Led branding and digital design across 40+ brands, creating identities, campaigns, websites, and UX/UI experiences for tech/emerging businesses.
 - * Introduced Webflow as a new agency capability, generating hundreds of thousands of dollars in project opportunities while helping establish stronger design processes and standards.
 - * Provided art direction and mentorship for three designers and collaborated closely with software development teams.
- IDEA RANCH**
Art Director
Sep 2014–Sep 2015

 - * Concepted and directed advertising campaigns, editorial catalogs, packaging, apparel, and photography for brands including Under Armour, Mossy Oak, and Bushnell.
- LIGHTCMS / NETSUITE**
UI Designer
Front-End Developer
Oct 2011–Sep 2014

 - * Designed and developed digital experiences for more than 100 businesses, contributed to a CMS platform serving over 200,000 accounts, and helped shape SuiteCommerce's digital identity following NetSuite's acquisition of LightCMS.

Selected Creative Work

- TULSA FLAG**
 - * Designed the official flag of Tulsa, Oklahoma, ranked #1 among 312 new American city flags in NAVA's 2022 survey. Also designed identities for three official Tulsa districts (Global, Market, Sobo).
- PHOTOGRAPHY**
 - * Built a six-figure social audience (@winnlosedraw) through outdoor photography, leading to collaborations with Canada Goose, Stanley, and Tincup Whiskey.
- INDEPENDENT VENTURES**
 - * Founded and later sold Dead Rooster Co., a consumer packaged goods brand generating six figures in cumulative revenue.

Expertise

- CREATIVE**
 - Brand Identity
 - Art Direction
 - Typography
 - Editorial Design
 - Campaigns
 - Packaging
 - Digital Design
 - UX & UI
 - Photography
- TECHNOLOGY**
 - Illustrator
 - Photoshop
 - InDesign
 - Premiere
 - Figma
 - Webflow
 - HTML/CSS
 - Midjourney
 - Claude