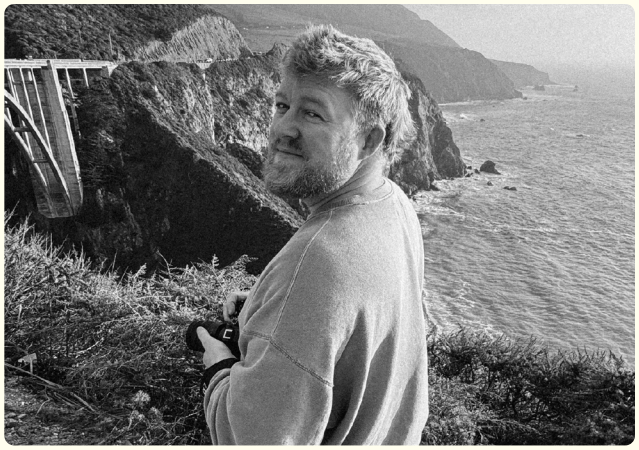
Jordan Winn
Brand Designer & Creative Director
Tulsa, OK, USA — Available Remotely

Multidisciplinary designer and creative director with 20+ years of experience creating identities, websites, campaigns, and publications. Deeply interested in building distinct visual worlds shaped by art, culture, and nostalgia. My work combines brand strategy, hands-on design, Webflow development, and emerging creative technologies, all supported by a thoughtful, highly structured process.



Jordan Winn

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Experience

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

* Founded and led an independent creative studio serving 100+ clients across technology, healthcare, education, civic initiatives, and consumer brands.
* Led brand strategy, copy development, and hands-on design across identities, campaigns, publications, and Webflow websites, guiding projects from discovery through launch.
* Established repeatable creative processes and mentored eight employees over the studio's history, maintaining high design standards across a multidisciplinary team.

FIGGUMS **Founder & Creative Director** **May 2024–Present**

* Built an independent art and e-commerce brand generating $300K+ in revenue and 4,500+ sales across 300+ original artworks.
* Developed custom AI-assisted tools to automate mockup creation, file management, and product publishing, reducing 30–40-hour production workflows to approximately two hours.

GITWIT **Interactive Art Director** **Jan 2016–Aug 2021**

* Led branding and digital design for 40+ brands, creating identities, campaigns, websites, and UX/UI experiences for emerging businesses and technology companies.
* Introduced Webflow as a new agency capability, generating hundreds of thousands of dollars in project opportunities and improving website production processes.
* Art directed and mentored three designers while collaborating with software development teams on complex digital products.

IDEA RANCH **Art Director** **Sept 2014–Sept 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	TECHNOLOGY
Brand Strategy	Illustrator
Brand Identity & Systems	Photoshop
Art Direction	InDesign
Typography	Premiere
Editorial Design	Figma
Campaigns	Webflow / CMS
Packaging	HTML/CSS
UX & UI	Midjourney
Photography	AI-Assisted Workflows