

Jordan Arruda

Digital Content Strategist &
UX/UI Designer

New York, NY

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Skills

- UX/UI Research & Design
- Content Strategy
- Competitive & Best Practice Analysis
- Concept Development
- Strategic Thinking
- Research
- Human-Centered & Service Design
- Information Architecture & Wireframing
- Prototyping
- Design Systems Management
- Typography
- Image Curation
- Content Migration
- Content Management
- Digital Product Management

Technical Proficiency

- Adobe: Illustrator, Photoshop, InDesign, XD
- Figma
- Microsoft Office
- WordPress
- Slack
- Dropbox

Education

Rhode Island School of Design, RISD
Providence, Rhode Island
Graphic Design Certificate
June 2020

Full Sail University (On Campus)
Winter Park, Florida

Associates of Science, Graphic Design
November 2011

Experience

Freelance Website/Graphic Designer

2016 – Present

- Develop brand identity systems, wireframes, UI design, and web design.
- Create designs that align with strategic goals and objectives.
- Integrate color theory to enhance final design and concept.
- Stay up to date with current design trends and best practices.
- Present and pitched creative concepts.

Julia Balfour, Integrated Creative Agency

Digital Content Strategist (Fully Remote)

February 2019 – January 2024

- Led and contributed to UX/UI design process end-to-end for digital products to align with user needs, business goals, and design systems.
- Created and maintained design systems, ensuring consistency across digital products and services.
- Applied human-centered design and service design thinking to optimize experiences.
- Worked independently and collaborated cross-functionally to provide and receive feedback, iterate, and launch digital products that are in scope, resulting in a simple end-to-end experience across multiple platforms.
- Designed and integrated new experiences, layouts, and user interfaces that define and or evolve visual systems
- Applied journey mapping, process mapping, and information architecture to streamline digital experiences.
- Planned, organized, and mapped out content strategy for large enterprise and small business client projects.
- Created insight reports and stakeholder presentations to communicate research findings, design decisions, and product strategies.
- Provided insights to project management, design, and development teams about current and future projects.
- Created and refined iterations of low- and high-fidelity prototypes, wireframes, and UI mockups.
- Designed graphic and digital visual assets.
- Trained, mentored, and onboarded new and junior team members.
- Conducted client training and stakeholder interviews/meetings.
- Established and documented internal company processes.

Junior Content Strategist (on-site)

August 2016 – January 2019

- Assisted in competitive analysis, user research, and audits.
- Structured content for digital platforms using SEO best practices, UX writing, and information architecture.
- Developed and integrated content into digital products, collaborating with designers, developers, and senior strategists.
- Led content migration and CMS management across platforms.

Operations Manager (on-site)

March 2015 – July 2016

- Managed all office administration duties.
- Oversaw agency schedules and operations to optimize workflow and cross-team collaboration.
- Acted as a primary client liaison, ensuring successful project execution and long-term partnerships.
- Developed and implemented operational policies and procedures to enhance efficiency.