

Jordan Arruda

New York, NY

774 644 3803

jordan@jordanarruda.com

jordanarruda.com

[LinkedIn](#)

Skills

- User Experience / interface Research and Design
- Competitive and Best Practice Analysis
- Concept Creation
- Strategic Thinking
- Research
- Content Strategy
- Information Architecture
- Wireframing
- Prototyping
- Typography
- Image Curation
- Color
- Content Migration
- Content Management
- Digital Product Management
- Layout Design
- Brand Identity Systems

Technical Proficiency

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, XD
- Figma
- Microsoft Office
- PowerPoint
- 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

Julia Balfour, Integrated Creative Agency
East Haddam, CT (Fully Remote)

Digital Content Strategist

March 2019—February 2024

- Oversee, develop, and define how user experience and interface design decisions on large-scale digital products work to reach goals based on user needs and established brand guidelines.
- Solidify complex conceptual ideas, design flows and experiences into ones that strive to be as and easy to use as possible.
- Work independently but also partner with cross-functional teams to provide and receive feedback, iterate, and launch digital products that are in scope and result in a simple end-to-end experience across multiple platforms.
- Represent work, communicate research and deliverables to other teams, leaders, and project managers.
- Design and integrate new experiences, layouts, and user interfaces that define and or evolve visual systems.
- Plan, organize, and map out content strategy for large enterprise and small business client websites.
- Communicate with and provide direction to project management, design, development teams about current and future projects.
- Create and work through iterations of low and high-fidelity prototypes that represent user flows, interactions, and use of visual design elements.
- Create graphic assets and visual design with aesthetic sense and product functionality impact in mind.
- Train, onboard, and lead junior resources.
- Presenting work to stakeholders.
- Stay up to date with industry standards, best practices, approaches.
- Establish and document internal company processes.

Jr. Content Strategist

July 2016—March 2019

Assistant to CEO & Operations Manager (on-site)

March 2015—July 2016

- Manage agency schedule.
- Maintain digital and physical files and documents.
- Act as the main point of contact for current and potential clients throughout the lifespan of client relationships.
- Develop and implement operational policies and procedures to optimize agency efficiency and productivity.

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Freelance Graphic Designer

2012—Present

- Create brand identities and graphic systems with a high level of craft and precision that print well and function across various mediums.
- Build timeless brands through brand architecture and strong design process skills.
- Create visually appealing and impactful designs that align with the client's brand image and objectives.
- Integrate color(s) that enhance final design and concept.
- Stay up to date with current design trends and best practices.
- Present and pitch creative concepts.