

# Hi!

# I'm Lauren Jordan.

A senior graphic designer who loves to create visual systems that help brands bring stories to life. An expert in print, digital, illustration, and animation, with a strong foundation in campaign-driven design and storytelling.

## Contact

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## Skills & Capabilities

- Digital, Print Graphics
- Environmental Graphics
- Motion Graphics
- Event & Campaign Creative
- Visual Systems & Brand Identity
- Experiential Marketing Design
- Creative Ideation
- UX-Informed Design Decisions
- Fast-Paced Deadline Production
- Design Leadership
- Cross-Functional Collaboration
- Print Vendor Coordination

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## Design Experience

### Senior Digital Graphic Designer

AMERICANEAGLE.COM | 2022 TO CURRENT

- Design high-performing visual assets, ensuring cohesion across web, social, email, and motion design.
- Design custom illustrations and animations that translate brand narratives into immersive visual experiences.
- Balance creative exploration with brand standards to deliver polished, experience-driven design in a fast-paced agency environment while meeting tight deadlines.
- Collaborate with UX, developers, and strategists to refine user journeys and enhance clarity, flow, and engagement.

### Senior Graphic Designer

NORTHEASTERN ILLINOIS UNIVERSITY | 2017-2022

- Led creative strategy and execution for recruitment, advertising, and brand storytelling initiatives across print, digital, motion and environmental graphics.
- Directed large-scale campaigns including the “Break Barriers” rebrand and the launch of the university’s mascot identity.
- Designed integrated visual systems spanning viewbooks, microsites, digital ads, and campus-wide materials.
- Introduced motion design into marketing efforts, elevating narrative impact and audience engagement.

## Software

- Figma
- Illustrator
- InDesign
- Photoshop
- After Effects
- Sketch

## Awards

### **dotCOMM Gold Award (2024) — Web Design**

Led design for visitcherokeenc.com  
(award presented to agency)

### **People's Choice (2014) — Best Homepage**

Led web design of the university homepage to win an eduStyle Award for “best homepage.”

## Education

### **Northeastern Illinois University 2015**

MA in Communication, Media and Theatre

### **Columbia College Chicago 2009**

BFA in Graphic Design



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## Design Experience Cont'd

### Graphic Designer

#### PIVOT POINT INTERNATIONAL | 2017

- Led the visual redesign of the annual viewbook, improving narrative flow, layout clarity, and brand cohesion.
- Developed recruitment collateral for a new barbering program, supporting a successful program launch.

### Graphic Designer

#### NORTHEASTERN ILLINOIS UNIVERSITY | 2012 TO 2017

- Partnered with the Creative Director on recruitment and donor campaigns across print, digital, and environmental media.
- Designed storytelling-driven materials including “Voices” a website which spotlights student voices, viewbooks, billboards, magazines, and event collateral.
- Supported the visual rollout of a \$10M fundraising campaign through cohesive print and digital assets.

### Lead Graphic Designer

#### BLUEPRINT DESIGN STUDIO | 2009 TO 2011

- Oversaw branding, packaging, menu, and website design for clients in hospitality, media, and retail sectors.
- Directed projects from concept through production, ensuring design alignment with client strategy and timelines.