

JULIE JORDAN

GRAPHIC DESIGNER | PHOTOGRAPHER

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EDUCATION

Grand Canyon University

August 2019 – April 2023

PHOENIX, ARIZONA

Bachelor of Arts in Advertising and Graphic Design

Minor in Digital Advertising and Marketing

Core Courses

- Web Design
- Typography for Print and Web
- Digital Marketing and Advertising
- Brand Identity Development
- Designing for Brand Application
- Commercial Photography

SKILLS

Programs

Illustrator
Photoshop
InDesign
Lightroom Classic
XD
Dimension

Hard Skills

Adobe Creative Suite	Presentation Design
Microsoft Office	UX/UI Design
Workamajig	Illustration
Trello	Marketing Strategy
Basecamp	Brand Identity
Mac Systems	Logo Development
Canon DSLR	Color Theory

Soft Skills

Organized	Collaborative
Efficient	Amicable
Adaptable	Responsible
Personable	Empathetic
Strategic	Teachable

EXPERIENCE

Graphic Designer +

Event Photographer | Grand Canyon University Student
Engagement Marketing

12/2019 – Present

PHOENIX, ARIZONA

A student-led full service creative agency specializing in event graphics, promotion, videography and photography. My role consists of creating branding for campus events, along with creating promotional graphics, as well as both promotional and day-of “recap” event photography.

- Create original content to market events
- Work in a collaborative environment on a team with other skilled creatives
- Meet and communicate ideas with clients to successfully execute desired deliverables
- Attend events and capture photos that showcase the essence of the event.

Assistant Graphic Designer | Grand Canyon Education

03/2021 – 08/2022

PHOENIX, ARIZONA

Consisted of working with a team of professional and student designers in an agency setting, where we were tasked with creating full campaigns, branded collateral, and advertisements for Grand Canyon University's on campus ventures, colleges, organizations, and external clients.

- Collaborate with a team of professionals to create marketing campaigns and collateral
- Grow skillset through professional Adobe training sessions
- Manage and produce multiple projects simultaneously
- Lead learning and training sessions with peers and supervisors
- Communicate ideas and designs to clients with presentations
- Apply skills of ideation, execution, and presentation

Freelance Photography

06/2017 – Present

Consists of product photography; portraits, such as seniors and grads; professional headshots; weddings; family portraits; event photography; and film photography.

