



JORDAN FOSTER

DESIGNER/ART DIRECTOR

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SUMMARY

Positive, solution-oriented design lead and collaborative team player with a “can-do” attitude. Expert proficiency in creative development, problem solving, and design execution in fast-paced agency and in-house environments. I provide innovative design thinking solutions for products, services and brands across Digital, Social, Print, Audio-Visual, Out-of-Home and Experiential.

EXPERIENCE

Designer, Media.Monks (S4 Capital), Los Angeles, CA, January 2021 - December 2023

- Retouched and extended TV, Music, and Podcast key art titles for our high-profile tech client
- Updated client design system and reworked art for ad campaigns with pixel-perfect precision
- Worked efficiently and effectively in a fast-paced production cycles
- Led onboarding for new designers and presented innovative solutions for challenging designs

Seasonal Designer, Wonderfront Music Festival, San Diego, CA, August 2019 - Present

- Develop and implement brand design system for large-scale promotional campaigns
- Grow Wonderfront's brand awareness through organic and paid digital campaign storytelling
- Strategize, create and execute motion and static experiential content for featured showrunners
- Manage public relations initiatives to retain loyal attendees and convert new customers

Visual Designer, Minted, (Remote) San Francisco, CA, October 2020 - January 2021

- Designed company emails and social ad campaigns through storytelling and brand strategy
- Art directed in-house photo shoots with lead art director, producers and photographers.
- Retouched and composited visual content from into mockups and lifestyle photography
- Worked jointly with lead art director in ideation and execution of product design offerings.

UX/UI Intern, Happy Go Lucky Co., (Remote) Columbus, OH, July 2020 - August 2020

- Led beauty client product redesign (user research, personas, and interviews)
- Managed a variety of client projects including small businesses affected by COVID-19
- Developed prototypes into a published website (Wordpress and CSS)
- Redesigned user flows to increase visual appeal and user interactivity

Creative Intern, Power Digital Marketing, San Diego, CA, March 2020 - May 2020

- Conceptualized and executed designs for B2B and B2C marketing campaigns
- Designed email sequences, paid social, ads, and landing pages for a variety of clients
- Researched client core values and current brand strategies to aid with art direction decisions
- Collaborated and worked alongside content, social, and SEO teams for cohesive messaging

SKILLS

Brand Storyteller
Workflow Problem Solver
Client Collaborator
Innovative Leader
Conceptual Thinker
Figma
Sketch
Adobe Creative Suite
Blender (3D)
Asana
Google Workspace

EDUCATION

San Diego State University, San Diego, California
B.A., Art - Emphasis in Graphic Design; A.A., Sociology

AWARDS AND ACHIEVEMENTS

Dean's List
Selected Artist for Coachella TRASHed Art Display