



JORDAN DEVEREAUX

Graphic
Designer

CONTACT

- +1 (212) 555-0183
- jordan@devereaux.design
- New York, NY
- devereaux.design
- /in/jordandevereaux

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- After Effects
- UI/UX Design
- Typography & Layout
- Brand Identity

LANGUAGES

- EnglishNative
- SpanishConversational

SOFTWARE

- Adobe Creative Suite
- Figma / Sketch

Creative graphic designer with over eight years of experience crafting compelling visual identities, digital campaigns, and print materials for global brands and boutique agencies alike. Deep expertise in typography, color theory, and minimalist design systems. Skilled in leading cross-functional creative teams and delivering high-impact visual solutions that resonate with target audiences and drive measurable brand growth.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Nimbus Creative Studio · New York, NY

2021 – Present

- Lead a team of four designers in developing cohesive brand identities for Fortune 500 and mid-market clients across technology, finance, and lifestyle sectors.
- Designed integrated marketing campaigns that generated over \$12M in attributable client revenue across digital, print, and out-of-home channels.
- Established a modular design system and asset library that reduced design-to-production turnaround time by 35% agency-wide.
- Mentor junior designers through structured critiques and workshops on typographic hierarchy, grid systems, and color theory.

Graphic Designer

Vertex Media Group · Brooklyn, NY

2018 – 2021

- Developed complete visual identity systems for over 25 startups and mid-market companies, including logo design, color palettes, typography selection, and comprehensive brand guidelines.
- Designed responsive web and mobile interfaces in Figma, improving user engagement metrics by an average of 40% across client projects.
- Produced high-end print collateral including annual reports, editorial magazines, product packaging, and event materials for luxury and lifestyle brands.
- Collaborated with copywriters, strategists, and developers on integrated brand campaigns spanning social media, email, and experiential marketing.

Junior Graphic Designer

Synapse Digital · Manhattan, NY

2016 – 2018

- Supported a team of six senior designers in creating digital assets for social media campaigns, paid advertising, and email marketing reaching audiences of over 500,000.
- Designed client presentation decks and pitch materials that contributed to winning 15 new accounts in two years.
- Assisted in advanced photo retouching, custom illustration, and editorial layout design for digital publications.
- Maintained strict brand consistency and version control across all client deliverables using a centralized asset management workflow.

EDUCATION

BFA in Graphic Design

Meridian School of Design · New York, NY

2012 – 2016

- Magna Cum Laude, GPA 3.8/4.0, Dean's List 2014–2016.
- Senior thesis: *Typography in the Digital Age: Readability, Hierarchy, and the Modern Screen*, awarded departmental honors.
- Coursework in advanced typography, motion graphics, branding strategy, UX research methods, and print production.

KEY PROJECTS

Apex Financial Rebrand

Complete brand overhaul including logo redesign, stationery system, responsive website design, and a 90-page brand guidelines document adopted across eight global offices.

2023

Nexa Technologies Product Launch

End-to-end campaign creative for a flagship SaaS product launch, spanning digital ads, landing pages, explainer animations, trade show booth graphics, and a 40-page product brochure.

2022

Nimbus Annual Report

2021

Art direction and layout design for a 120-page annual report, incorporating custom data visualizations, original photography direction, and a modular grid system reused for subsequent editions.