



# Jordan Brown

Herrin, IL 62948 (540) 525-0261 jorbrown42@gmail.com

## PROFESSIONAL SUMMARY

Designer with front-end development skills, specializing in e-commerce and digital marketing. Consistently building new skills in areas of graphic design, digital media production (photo, video, motion graphics, etc.), and web development.

## SKILLS

- Adobe Creative Suite
- Graphic Design
- Web Design
- HTML5
- CSS3
- Video Editing
- WordPress
- E-Commerce
- SEO and Google Analytics
- Digital Photography
- Ability to Work in a Team

## WORK HISTORY

### HTML/CSS DESIGNER 03/2021 to CURRENT

#### Aldrich Web Solutions | Herrin, IL

- Incorporating design changes based on feedback from project teams and clients
- Working as part of the design team to generate various web pages, user interfaces, web site designs, and graphics as needed to support both internal and external clients
- Supporting the Aldrich Web Solutions e-commerce framework, allowing distributors from around the country to do online e-commerce and support their customers

### MARKETING & EVENTS COORDINATOR 01/2020 to 02/2021

#### The Blacksburg Partnership | Blacksburg, VA

- Designed clean, engaging graphics, ads, and logos for festivals via InDesign, Illustrator, and Photoshop
- Maintained and design WordPress websites (6 total) and Shopify website
- Managed social media content and promotions on 21 social media pages
- Served as Marketing Co-Chair for the Blacksburg Young Professionals group
- Developed content for newsletters, public relations materials, and Partnership websites
- Assisted with the planning and execution of major festivals that attract 4,000+ attendees

### WEB DESIGNER/DEVELOPER 02/2019 to 02/2020

## EDUCATION

### Freelance | Salem, VA

- Constructed webpages via HTML5, CSS3, and JavaScript
- Utilized frameworks and libraries such as Bootstrap and JQuery
- Built websites using WordPress, Wix, and Shopify
- Designed low and high-fidelity wireframes via Sketch, Photoshop, and Adobe XD
- Developed realistic user stories, personas, and journeys
- Created custom digital assets such as UI icons and company logos via Illustrator

### Bachelor of Science | Tourism

#### Radford University, Radford, VA

- Dean's List Fall 2013 and Fall & Spring 2015
- Minored in Business Administration
- Graduated with 3.46 GPA