

# JORDAN WOOLLEY

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## ABOUT ME

Creative professional with aptitude for envisioning, and designing innovative and engaging digital experiences to support growth and new client acquisition.

## EXPERIENCE

**Primary Health Network** | Sharon, PA

**Visual Arts & Content Manager** | 2016 to Present

Manage creative efforts of Primary Health Network by designing print & digital media, creating & editing video content, and maintaining & coordinating social media efforts.

- Improved brand cohesion and recognition throughout the entire network by developing brand standards for the organization.
- Increased page interactions and website clicks by creating social media posting schedules and graphics utilizing follower feedback.
- Boosted employee participation in corporate events, activities, and corporate spiritwear, while improving internal morale by managing and creating content for internal intranet.

**Freelance Designer** | Canfield, OH

Develop creative assets and logos for prominent platform social media influencers such as the Teachers Off Duty, Hot Mess Teacher Express, and Mrs. Woolley in 5th.

## EDUCATION

**Master of Science in User Experience Design** | May 2022

**Kent State University** | Kent, OH

Learned about improving user experience by utilizing layout, visual design, text, brand, sound, and interaction. Gained knowledge about methodologies to promote innovation and focus on customers, such as Design Thinking and Customer Experience. Learned to create wireframes and high-fidelity mock-ups of concepts via tools, such as Adobe XD.

- Conducted user testing sessions to generate feedback on direction of designs.
- Compiled user feedback to provide data-driven recommendations for designs.

**Bachelor of Science in Business Administration** | May 2017

**Youngstown State University** | Youngstown, OH

## SKILLS

After Effects

Layout Design

Photoshop

Card Sorting

Lightroom

Premiere Pro

Figma

Logo Design

Sketch

Illustrator

Microsoft Office

SortSite

Indesign

Persona Creation

XD