

JORDAN BARNETT *is an Art Director and Graphic Designer. She specializes in art direction, brand management, e-commerce site content, social media content creation, email design, influencer content programs, and copywriting.*

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(i)

Piccolina — *Art Director*

MARCH 2021 TO PRESENT

Establishes Piccolina visual direction and tone-of-voice by overseeing all creative development. Plans and produces seasonal photo and video shoots. Manages agency partners and freelancers for Design, Copy, Web Development, and UX/UI. Designs emails, social/website content, paid media, and print assets. Collaborates with Marketing to create email and social content calendars. Assist with product development, artist sourcing, influencer programming.

(ii)

American Eagle — *Associate Art Director*

JUNE 2020 TO MARCH 2021

Oversaw the creation of all content for social channels. Directed photo shoots and video content. Coordinated with production on shot lists, model casting, styling, and editing. Partnered with the Photo Studio for weekly flatlay photo shoots. Managed agency partners and a direct report (graphic designer). Collaborated with PR to create monthly content briefs for #MyAE ambassadors to generate organic social content. Assisted the Social Media Manager with content calendar planning.

(iii)

Annex88 — *Creative*

JANUARY 2019 TO JUNE 2020

Conceptualized, designed, and executed content for adidas Original's social channels. Collaborated with partner agencies to create social extensions for campaigns. Directed photo shoots and video content. Coordinated with production on shot lists, model casting, styling, and editing. Created content briefs for celebrity partners, macro influencers and local markets.

(iv)

Vogue Magazine — *Freelance Designer*

JULY 2018 TO JANUARY 2019

Assisted editorial planning by maintaining process boards and updating "The Book". Designed article layouts and collaborated with Retouching to color correct and proof images. Supported Events by creating invites, e-vites, place cards, menus, and more.

cont.

(v)

DKNY — *Graphic Designer*

JANUARY 2017 TO JUNE 2018

Developed brand guidelines for campaigns across digital and print advertising, in-store signage, and out-of-home. Maintained the brand's e-commerce site by creating bi-weekly content refreshes and designing weekly marketing emails. Managed all design interns and created an internship curriculum.

(vi)

Tory Burch — *Assistant Web Designer*

SEPTEMBER 2016 TO JANUARY 2017

Photographed, animated, and retouched content for the Tory Daily blog. Designed and published blog posts via Wordpress. Pitched and presented content ideas for weekly content planning meetings.

(vii)

DKNY — *Freelance Graphic Designer*

JUNE 2016 TO SEPTEMBER 2016

Assisted the Creative Studio to design print and digital assets for the website, media campaigns, and campaign launches. Designed outlet email campaigns, store signage, and internal communications.

EDUCATION

Pennsylvania State University — *Bachelor of Design, Graphic Design*

AWARDS

Fast Company's "Most Innovative: Fashion & Retail" — *Piccolina, 2021*

Shorty's "Small Agency of the Year" — *Annex88, 2019*