



JORDAN WORCESTER / Designer

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HI THERE. I'M JO WORCESTER, (WOO•S-TER)—YOU GOT IT, LIKE THE SAUCE & THE CITY.

Senior-level art director with 8+ years of professional experience in advertising, branding, in-house design and marketing. Strong passion for strategic thinking to create engaging experiences that drive change in human behavior.

Skilled in client communication and team collaboration, maybe even over an intense game of ping pong. Looking to learn from those around me, grow as a leader and help as an integral member of your organization.

EDUCATION

BFA VISUAL COMMUNICATIONS
Truman State University 2010
Kirksville, Missouri
with a concentration in photography

EXPERIENCE

SCHOLD MFG / Director of Marketing & Creative

 Chicago, Illinois · September 2017 - Present

Concepting, developing and driving the total rebrand of a well-respected, but time-worn midwestern manufacturer. Revamp includes all-new identity, product photography, brochures, newsletter, website and social outreach. Additional endeavors include new interactive tablet machinery modules, trade show graphics and modern corporate video to give Schold a fresh re-emergence with a respectful nod to its past.

GEOMETRY GLOBAL / Art Director

 Chicago, Illinois · April 2016 - September 2017

Concepted and developed activation ideas that drive human response at retail. Worked closely with account, strategy and other creatives to build solutions for multiple national, channel and retailer-specific Coca-Cola campaigns. Understanding of clients' business, categories and the challenges they face to present opportunities within scope. Photo art direction—preliminary sketching, pre-production planning and direction on set. Brand experience includes Coca-Cola portfolio products such as Coke, Diet Coke, Coke Zero, Fanta, Powerade, Smart Water and Minute Maid. Additional experience includes Lime-A-Rita, Kellogg's and Mondelēz International.

BATESMERON SWEET DESIGN / Designer

 Chicago, Illinois · July 2014 - April 2016

Drove collaborative concepting and brainstormed powerful branding and marketing initiatives for clients such as RCN, horticulture organizations, investment firms and medical associations. Independently carried projects from concept, to pitch, to development and production. Mentored interns on finding inspiration, brainstorming, technical design skills and in-house photography, and production.

FREELANCE CONTRACT / Designer

 Chicago, Illinois · July 2013 - July 2014

Continued relationship with previous employer, Modern Process Equipment. Additional contract clients included Sears Vacations, investment firms, musicians, engravers, and a business development firm.

MODERN PROCESS EQUIPMENT / Contract Designer & Consultant

 Chicago, Illinois · May 2012 - July 2013

One-year in-house contract—redesigned brochures, trade show graphics and corporate website. Photographed and retouched entire product line. Helped launch new conveying system using brochures, photography, material handling videos and product website. Major customers included Starbucks, Kraft, P&G, Mars, Nestlé and Monsanto.

COSCO INDUSTRIES, INC. / Lead Designer

 Chicago, Illinois · November 2010 - May 2012

Helped expand product line from business ink stamps and signage, to include classroom stamps, lanyards, badge holders, stickers, and gift-wrapping. Conducted product research, trend forecasting and mood boards for seasonality. Retailers included Staples, Office Max, Office Depot, Target and Walmart.