



# Jordyn Palma

## Graphic Designer

Pronouns: She/Her/Hers

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604 Newport Ct SE, Albuquerque NM 87123

Jordyn Palma is a Graphic Designer located in the Albuquerque Metro Area. From developing signage, marketing, and branding standards as a Project Manager at Century Sign Builders to assisting Keshet Dance spread their mission and vision, Jordyn has a track record developing marketing strategies for non-profit organizations.

Jordyn holds a Bachelor's of Psychology with a minor in Fine Art from the University of New Mexico. She has obtained a Salesforce Administrator Career Certificate with an emphasis on Customer Relationship Management (CRM) for non-profit organizations. Currently, Jordyn is working towards a certificate in UX/UI Design (User Experience/User Interface Design).

## Experience

### COMMUNICATIONS COORDINATOR | JAN 2022 - OCT 2022

#### Keshet Dance and Center for the Arts

- » Produced promotional materials for Keshet Dance and Center for the Arts in accordance with Keshet Branding Standards using Adobe Creative Suite, Loomly, Mailchimp, and Canva.

*Notable Examples Include: Development of seasonal playbills, flyers, social media posts. Creation of promotional templates for staff use, and print production. Editing dance photography in Adobe Photoshop to be used for promotional materials.*

- » Maintained Keshet Dance and Center for the Arts' website using Wordpress.
- » Used Google Suite to generate tracking documents and timelines to be shared amongst a team.

*Notable Examples Include: Worked with communications team on the generation of a marketing timelines sheet that interfaced with individual to-do lists for automatic task tracking.*

- » Established image libraries for Keshet use. Including: Photographing dance productions and classes, generation of vector graphics, and editing photographs sent in via community volunteers.

### PROGRAM COORDINATOR

#### OPERATIONS TECHNICIAN | AUG 2019 - OCT 2021

#### CNM INGENUITY - Technology Solutions Lab/FUSE Makerspace

- » Produced promotional materials for FUSE Makerspace and the Technology Solutions Lab in accordance with FUSE Makerspace and CNM Ingenuity Branding Standards using Adobe Creative Suite, Loomly, and Canva.

*Notable Examples Include: Development of Indesign workshop handbooks, promotional print materials, social media campaigns, and monthly newsletters via Mailchimp.*

- » Acted as direct supervisor to a team of CNM Work-Study students, providing career guidance, equipment training, and mentorship
- » Oversaw the completion of a variety of FUSE and TSL projects by implementing project management software.

*Notable Examples Include: Implementation of Monday.com, SharePoint organization, optimizing the use of Microsoft 360 Applications to improve team scheduling and communication.*

- » Assisted in the fabrication of member facilitated projects using FUSE Makerspace equipment such as 3d Printers, Laser Cutters/Engravers, and large format vinyl plotters and printers.

## Proficiencies

Design Softwares: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro and Rush, Canva,

Web-based Applications: Mailchimp, Loomly, Microsoft 360 Suite, Word Press, Microsoft Teams, Slack, Instagram, Facebook, Etsy, Google Suite

Research Tools: Salesforce, Loomly, Lumens

Office Applications: Monday.com, Salesforce, Discord, Office 365

Hardware: Mac and PC competency, DSLR Photography

## Education

### UX/UI Design Bootcamp

CNM Ingenuity, USA, NM 87106

### BA in Psychology

University of New Mexico, USA, NM 87131

Major : Psychology Minor : Studio Art

### RELATED COURSES

- » Digital Imaging Techniques
- » Professional and Technical Communication
- » Cross Cultural Psychology
- » Graphic Design as a Tool of Art

## Other

### INSTRUCTOR | OCT 2021 - CURRENT

#### CNM INGENUITY - Fuse Makerspace

- » Current instructor for Vinyl and Large Format Printing, Illustrator, 3D Printing, and Digital Fabrication at FUSE Makerspace as needed.



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## Experience - Cont.

### PROJECT MANAGER, ENVIRONMENTAL GRAPHIC DESIGNER, PRODUCTION ARTIST | JUN 2017 - AUG 2019

#### *Century Sign Builders*

- » Managed a variety of clients as a lead Graphic Designer, Production Artist, and Project Manager for over 50 signage projects each fiscal year.  
*Notable Clients Include: DeVry University, University of New Mexico, Central New Mexico Community College, United Way of New Mexico.*
- » Consulted with a team of designers and project managers to develop cut files using Adobe Creative Suite for the fabrication of large-scale signage projects as well as printed materials such as flyers.
- » Promoted client relationships through constant, clear communication.
- » Working closely with clients to ensure brand consistency is met throughout all signage projects.
- » Ordered any necessary materials for projects submitted into production.
- » Maintained a yearly profit goal by developing budgets for architectural bids awarded to Century Sign Builders as well as projects from returning clients.
- » Trained production artists on materiality and production methods used in signage including, but not limited to, large format vinyl graphics, architectural lettering, and small scale way finding.

### FREELANCE DESIGNER | MAY 2013 - CURRENT

#### *JORDYN PALMA DESIGN*

- » Developed custom branding materials for local start up businesses. Including, but not limited to, logo design, website management, small scale rapid prototyping, and large-scale art projects.
- » Designed original pieces, including illustrations and infographics for retail production
- » Maintained ContinuityError, a retail platform on Etsy

## References

Will gladly furnish personal and professional references on request.