Jordan DeDea

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Summary

Always learning, always improving. My life is rooted in self-improvement and challenging myself to put my skills to use while pushing past my own creative limitations.

I work to understand people, not just the situation or problem. I believe that great communication and a sense of community are the key to everything in any relationship.

I love music, design, and people; I'm extremely lucky to work with these three every day.

Experience

Graphic Designer
TEDxAsburyPark

Oct 2020 - Present (3 months +)

Created various promotional designs for multiple social platforms (LinkedIn, Facebook, Instagram, Email)
Ideated concepts for themes of events and executed the creation of them
Developed guidelines for proper use of promotional material

COO / Brand Manager
Aweless Agencies

Jan 2018 - Present (3 years +)

• Oversaw the organization and execution of over 50 concerts and 2 music festivals.
• Worked with sponsors to create unique experiences that match their brand at events.
• Designed and developed the official company website and logo.
• Created marketing and branding plans to further the Aweless name and help it expand into a community.
• Designed the front-end of websites and created email conversion funnels to generate a community of fans and artists.
• Created spreadsheets to assist in recording and organizing contact information about both the bands and venues and created forms to streamline the application process for aspiring bands
• Assisted in hosting and organizing festivals by working with town councils, proposing business plans, hiring the necessary staff, working with local charities, and gathering the necessary permits required to host the event.

Photo Editor, Web and Print Designer
Idaya Studio

Jun 2013 - Present (7 years 7 months +)

• Retouching, editing and digital manipulation of photographs in Adobe Photoshop and Affinity Photo.
• Experience with designing Android User Interface using KLWP.
• Web development using Wordpress, Squarespace, and other CMS.

• Prototyping designs using industry standard tools such as Figma and the Adobe Creative Suite.
• Creating icons and logos using Adobe Illustrator and Affinity Designer.
• Planning layouts for books and delivering final printed works to clients.

Seasonal Sales Associate
Amazon
Nov 2018 - Feb 2019 (4 months)
Provided well-informed knowledge about the various electronic products we offered ranging from Amazon Echo line of devices to a variety of Smart Home devices.

Maintained a clean and organized environment both in the front and back of house.

Ranked as the #2 highest Digital-Subscription salesman for the month of November and managed to sign up 50+ individuals for various Amazon related subscription services (Audible, Prime, Amazon Music Unlimited, etc).

Engaged with customers as an empathetic listener and persuasive speaker.

Web Editor
Montclair State University School of Communication and Media
Sep 2018 - Dec 2018 (4 months)
• Editor for the online portion of the schools newspaper.
• Transformed reporting system by creating custom Google Analytics Dashboards and Excel sheets to help display information easier and in real time.
• Presented weekly metrics and data about traffic sources and article performance in front of a group of section editors to best understand what our readers were interested in and how to leverage that information.
• Integrated multimedia and social feeds into online articles.
• Edited article titles to better fit the web format and be optimized for maximum visibility in search engines.
• Added banners to homescreen and other HTML / CSS edits to keep the sight looking proper.

Education

SuperHi
Computer Science and Design
2020 - 2022
SuperHi is a collection of courses that teach numerous skills a Front End Developer / UI&UX Designer / Project Manager might need through real world projects instead of purely theory. Examples available upon request.

• Front End Development Studies: HTML, CSS, JavaScript, jQuery, React.js, Bash / zsh, Git, Netlify, and SCSS
• Design Studies: Figma, Branding, Wireframing
• Project Management Studies: Notion

ShiftNudge

Interface Design

2020 - 2020

Shift Nudge is an online course taught by Matt D. Smith (Studio MDS) that teaches the intricate skills of designing visually beautiful interfaces, while balancing functionality and accessibility. ShiftNudge taught how to effectively design for all interfaces through project based learning and class critiques.

Courses include:
• Typography
• Layout
• Interactive Design
• Design Direction
• Photo Manipulation
• Icon Creation
• Design Systems

AI **The Art Institute**

Graphic Design

2016 - 2017

High School

2012 - 2016

Licenses & Certifications

NJ Life Producer - Department of Banking and Insurance

Skills

Leadership • Interpersonal Skills • Communication • Microsoft Word • Research • Microsoft Excel • Social Media • Technical Analysis • Fundamental Analysis • Adobe Photoshop

Honors & Awards

President's List

Dec 2016

Dean's List

Dec 2017

Best of Quarter

Jan 2017

Received an award for best designed portfolio of hand-drawn ink graphics.