

Jordan Richert

Multidisciplinary Designer and Illustrator in Vancouver, B.C.

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EXPERIENCE

Freelance — *Designer and Illustrator*
September 2023–Present

- Uses storytelling and brand narrative as essential and strategic tools to develop and maintain strong, conceptually-driven visual identities.
- Creates narrative and editorial illustration across print, digital media, brand systems, and user interfaces.
- Hones and adapts brand voices with flexibility through concept-driven and creative copywriting

Best Studio — *Practicum Designer*
February 2025–April 2025

- Layout, wayfinding, stationery, and packaging design across the real estate, food and beverage, and non-profit sectors.
- Bespoke illustrations for merchandise, packaging, and brand identities in print and digital spaces.
- Proficiency in creating and finalizing print- and production-ready files.
- Prepared and organized pitch decks and presentations for front-facing and internal use.
- Conducted relevant market and competitor research and analysis.
- Participated in client-facing and internal meetings and effectively incorporated feedback.

Capilano Courier — *Staff Illustrator*
August 2024–April 2025

- Actively collaborated with art director and production manager to prepare artwork under tight deadlines with quick turnaround.
- Crafted considered illustrations that reflect overarching publication art direction, issue themes, and article narratives effectively.

EDUCATION

Capilano University — *Bachelor of Design in Visual Communication*
September 2021–April 2025

Interdisciplinary Concentration: Branding and Illustration,
IDEA School of Design

RECOGNITION

Top 10, Illustration,
CAPIC Rodeo 14

Illustration Finalist,
The Liar, 2023

SKILLS

Packaging Design
Visual Branding
Strategy and Positioning
Art Direction
Copywriting
Production Design
Editorial Illustration
Marketing Design

TOOLS

Figma
Procreate
Adobe Creative Cloud
Microsoft Office
AVID Media Composer