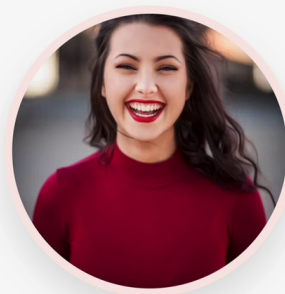




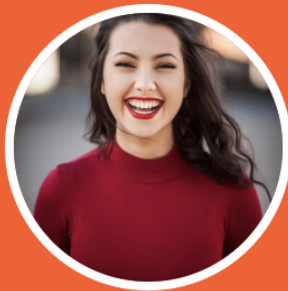
Jordan Rivera

Graphic Designer & Illustrator

Creating visually compelling narratives that connect brands with their audiences.

[GET IN TOUCH](#)[VIEW EXPERIENCE](#)

SCROLL



CONTACT

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EXPERTISE

Brand Identity

Digital Illustration

Typography

UI/UX Design

Motion Graphics

Package Design

Editorial Design

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Figma

Sketch

Procreate

EDUCATION

BFA in Communication Design

Parsons School of Design
Graduated 2015

JORDAN RIVERA

Graphic Designer & Illustrator

PROFILE

Versatile graphic designer and illustrator with a passion for creating visually compelling narratives that connect brands with their audiences. Blending traditional artistic techniques with cutting-edge digital tools to deliver distinctive visual solutions across print, digital, and experiential media.

CREATIVE EXPERIENCE

SPARK CREATIVE AGENCY

Aug 2020 - Present

Senior Graphic Designer | Brooklyn, NY

- Conceptualized and executed brand identity systems for 15+ clients across fashion, food & beverage, and technology sectors
- Led redesign of major beverage brand packaging that increased shelf visibility by 40% and contributed to 25% sales growth
- Created custom illustration series for award-winning social media campaign reaching 2M+ impressions
- Mentored junior designers and facilitated weekly creative workshops to foster team innovation

VISION DESIGN STUDIO

May 2018 - Jul 2020

Graphic Designer | New York, NY

- Designed responsive websites and mobile applications for clients in retail and hospitality industries
- Developed brand guidelines and visual identity systems for startups and established businesses
- Created editorial layouts and illustrations for digital and print publications

ARTFUL MAGAZINE

Jan 2016 - Apr 2018

Junior Designer & Illustrator | New York, NY

- Designed editorial spreads and feature layouts for monthly print publication with 50,000+ circulation
- Created original illustrations for feature articles and recurring columns
- Participated in rebranding initiative that increased subscriber base by 30%

FREELANCE PROJECTS

Harmony Music Festival (2023)

Complete visual identity, promotional materials, and environmental graphics

Lunar Apparel (2022)

Brand identity, packaging design, and social media campaign

Culinary Quarterly (2021)

Editorial design and custom illustrations for special edition cookbook

RECOGNITION

- Communication Arts Design Annual (2023) - Featured work in packaging design
- AIGA NY Design Exhibition (2022) - Selected illustrator
- Brooklyn Art Space Gallery (2021) - Solo exhibition "Digital Meets Analog"
- Young Guns Design Award (2020) - Finalist